

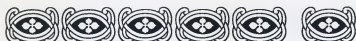
# **LUDLOW**

*borders  
ornaments  
&*

*miscellaneous  
matrices*

Ludlow Typograph Company · 2032 Clybourn Avenue · Chicago 60614

# LUDLOW BORDERS AND ORNAMENTS



A628—36 x 54 points



A629—36 x 36 points



A630—36 x 36 points



A652—48 x 96 points



A652—24 x 48 points



A661—48 x 48 points



A661—24 x 24 points



(1 1/4-inch matrices)



A668—72 x 72 points



A665—72 x 72 points



A658—24 x 54 points



A660—36 x 36 points



A658—24 x 24 points



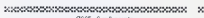
A390—12 x 24 points



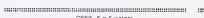
A378—12 x 24 points



A700—6 x 18 points



C665—6 x 6 points



C663—6 x 6 points



C666—6 x 12 points



C8—12 x 12 points



C9—12 x 12 points



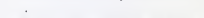
C6—12 x 12 points



C525—12 x 12 points



C1458—12 x 12 points



C1459—12 x 12 points



C1460—12 x 12 points



C1461—12 x 12 points



C875—12 x 12 points



C374—12 x 12 points



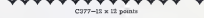
C376—12 x 12 points



C377—12 x 12 points



C378—12 x 12 points



C379—12 x 12 points



C380—12 x 24 points



C381—12 x 24 points

# LUDLOW BORDERS AND ORNAMENTS



A515—12 x 12 points



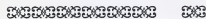
A770—24 x 8 points



A516—12 x 12 points



A771—24 x 24 points



A496—12 x 24 points



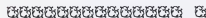
A526—12 x 12 points



A769—24 x 24 points



A517—12 x 12 points



A525—12 x 12 points



A772—24 x 24 points



A518—12 x 12 points



A550—12 x 12 points



A784—30 x 15 points



B528—12 x 12 points



B529—12 x 12 points



A763—30 x 30 points



A545—12 x 12 points



A765—30 x 30 points



A546—12 x 12 points



C581—12 x 12 points



A758—36 x 18 points



A565—12 x 30 points



A566—30 x 15 points



A757—36 x 36 points



B534—6 x 18 points



B535—6 x 18 points



A759—36 x 36 points



B536—18 x 8 points



B537—18 x 8 points



A659—24 x 60 points

# LUDLOW BORDERS AND ORNAMENTS



A774-24 x 24 points



A773-24 x 24 points



A775-24 x 24 points



A752-48 x 30 points



A751-48 x 43 points



A753-48 x 43 points



AA749-60 x 48 points [1/4-inch matrices]



AA748-60 x 60 points [1/4-inch matrices]



AA750-60 x 60 points [1/4-inch matrices]



A750-60 x 30 points



A368-12 x 36 points



A369-12 x 36 points



A496-24 x 48 points



A497-12 x 24 points



A498-24 x 48 points



B566-12 x 9 points



B567-12 x 9 points



A568-12 x 24 points



A569-12 x 24 points



B552-6 x 12 points



B553-6 x 12 points



C7-12 x 12 points



B19-24 x 24 points



B21-12 x 12 points



A20-24 x 14 points



A22-14 x 24 points

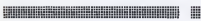
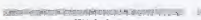
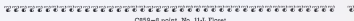
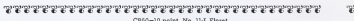
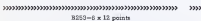
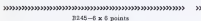
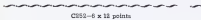


C547-12 x 12 points



A548-12 x 12 points

# LUDLOW BORDERS AND ORNAMENTS



# LUDLOW BORDERS AND ORNAMENTS



C705-18 x 54 points



C795-18 x 18 points



C797-18 x 18 points



C793-18 x 54 points



C792-18 x 18 points



C794-18 x 18 points



C790-18 x 18 points



C791-18 x 18 points



A717-24 x 24 points



A716-18 x 18 points



A715-18 x 18 points



A511-18 x 18 points



A512-18 x 18 points



A513-18 x 18 points



A514-18 x 18 points



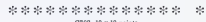
A719-12 x 36 points



A776-12 x 12 points



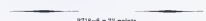
A777-12 x 12 points



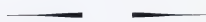
C703-12 x 12 points



C290-8 x 12 points



B718-6 x 72 points



B776-6 x 72 points

B778-6 x 72 points



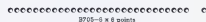
B711-6 x 18 points



B712-6 x 18 points



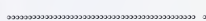
B710-6 x 18 points



B705-6 x 8 points



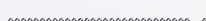
B721-6 x 8 points



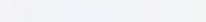
B708-6 x 4 points



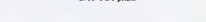
B714-6 x 12 points



B707-6 x 6 points



B706-6 x 6 points



C540-12 x 12 points



C541-12 x 12 points



A555-12 x 24 points

# LUDLOW BORDERS AND ORNAMENTS



A52-14 x 14 points



A546-16 x 36 points



A63-14 x 14 points



A549-16 x 16 points



A60-14 x 14 points



A550-18 x 18 points



A61-14 x 14 points



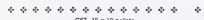
C356-12 x 12 points



A570-24 x 24 points



C259-12 x 12 points



C67-12 x 12 points



A571-24 x 24 points



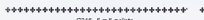
C3-12 x 12 points



A572-24 x 24 points



C11-12 x 12 points



C346-6 x 6 points



A648-36 x 36 points



C523-12 x 12 points



C525-12 x 12 points



A646-30 x 30 points



C524-12 x 12 points



C365-12 x 12 points



A650-30 x 30 points



C362-12 x 12 points



C10-12 x 12 points



A761-30 x 18 points



B504-12 x 12 points



A760-30 x 30 points



C521-12 x 12 points



B580-12 x 24 points



A377-12 x 16 points



A762-30 x 30 points



# LUDLOW BORDERS AND ORNAMENTS



A28-24 x 24 points



A27-12 x 12 points



A957-36 x 24 points



A977-12 x 36 points



A981-36 x 36 points



A982-18 x 80 points



A978-18 x 36 points



A985-18 x 72 points



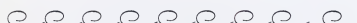
A985-18 x 72 points



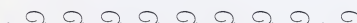
A983-18 x 72 points



A984-18 x 72 points



A979-18 x 36 points



A980-18 x 36 points



C702-8 x 8 points



C1530-6 x 6 points



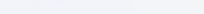
C178-12 x 12 points



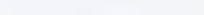
C181-12 x 12 points



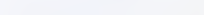
C4-12 x 12 points



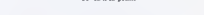
C179-8 x 8 points



B957-6 x 6 points



C5-12 x 12 points



C248-6 x 6 points



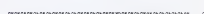
B254-6 x 12 points



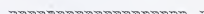
B255-6 x 12 points



B241-6 x 6 points



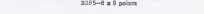
B242-6 x 6 points



B244-6 x 6 points



B265-6 x 5 1/2 points



B270-6 x 5 points



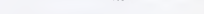
B271-6 x 5 1/2 points



B272-6 x 5 1/2 points



B273-6 x 5 1/2 points



B268-6 x 6 points

# LUDLOW BORDERS AND ORNAMENTS



C147-14 x 14 points



A768-24 x 24 points



C168-12 x 12 points



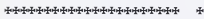
A768-24 x 24 points



C168-10 x 10 points



A767-24 x 24 points



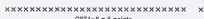
C150-8 x 8 points



A755-40 x 24 points [1 1/4-inch motives]



C151-6 x 6 points



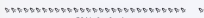
C274-6 x 6 points



C248-6 x 6 points



A754-60 x 60 points [1 1/2-inch motives]



B544-6 x 6 points



B243-6 x 6 points



B260-6 x 12 points



A756-60 x 60 points [1 1/2-inch motives]



B247-12 x 6 points



B558-12 x 6 points



C857-48 point, No. 14-L Floret



B558-12 x 6 points



B557-6 x 12 points



C856-42 point, No. 14-L Floret



B560-6 x 12 points



C855-36 point, No. 14-L Floret



B561-12 x 36 points



C854-30 point, No. 14-L Floret



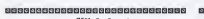
B562-12 x 36 points



C567-12 x 12 points



C853-24 point, No. 14-L Floret



C551-6 x 6 points



C852-18 point, No. 14-L Floret



B203-6 x 6 points



C851-14 point, No. 14-L Floret



C160-6 x 6 points



C850-12 point, No. 14-L Floret

# LUDLOW BORDERS AND ORNAMENTS



AA1004-54 x 54 points One and one-quarter inch matrices



AA1003-54 x 54 points One and one-quarter inch matrices



AA1005-54 x 54 points One and one-quarter inch matrices



A994-36 x 36 points



A993-36 x 36 points



A995-36 x 36 points



A1001-24 x 24 points



A1000-24 x 24 points



A1002-24 x 24 points



A996-36 x 36 points



A997-36 x 36 points

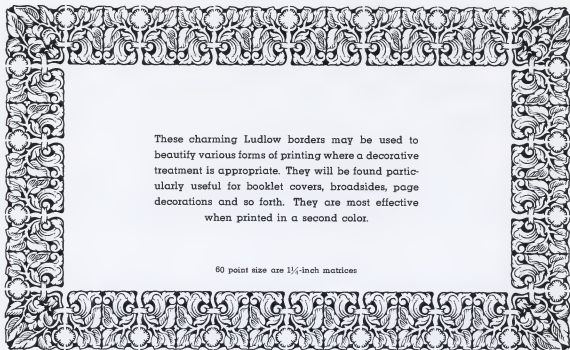


A998-24 x 24 points



A999-24 x 24 points

# LUDLOW BORDERS AND ORNAMENTS



These charming Ludlow borders may be used to beautify various forms of printing where a decorative treatment is appropriate. They will be found particularly useful for booklet covers, broadsides, page decorations and so forth. They are most effective when printed in a second color.

60 point size are 1¼-inch matrices

## 48 POINT BORDER UNITS



A744



A743



A745

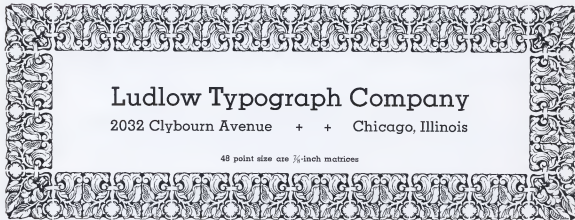


A746



A747

The same characters are designed for the 60 point size, and the numbers, from left to right, are as follows: AA739, AA738, AA740, AA741 and AA742



Ludlow Typograph Company

2032 Clybourn Avenue + + Chicago, Illinois

48 point size are ¾-inch matrices



This border shows the use of both the regular running piece and the narrow unit. By the use of the latter either dimension of the entire border may be modified to approximate as closely as possible the space allowance on the layout.

60 point size are  $1\frac{1}{4}$ -inch matrices

## 48 POINT BORDER UNITS



A732



A735



A731



A733



A734



A736

The same characters are designed for the 60 point size, and the numbers, from left to right, are as follows: AA724, AA727, AA723, AA725, AA726 and AA728



**Ludlow Typograph Company**

2032 Clybourn Avenue + + Chicago, Illinois

48 point size are  $\frac{3}{8}$ -inch matrices

# LUDLOW BORDERS AND ORNAMENTS



A531—12 x 12 points



A533—36 x 54 points



A530—12 x 18 points



A536—12 x 12 points



A539—36 x 36 points



A535—12 x 12 points



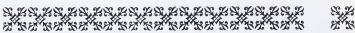
A554—24 x 36 points



A537—12 x 12 points



A538—12 x 12 points



A553—24 x 24 points



A555—12 x 12 points



A554—12 x 12 points



A594—36 x 72 points



A556—12 x 12 points



A593—36 x 36 points



A557—12 x 12 points



A558—12 x 18 points



A556—24 x 48 points



A559—12 x 12 points



A555—24 x 24 points



A561—12 x 12 points



A562—12 x 12 points



A633—36 x 36 points



A563—12 x 12 points



A651—36 x 36 points



A564—12 x 12 points



A543—12 x 12 points



A561—36 x 36 points



A544—12 x 12 points

# LUDLOW BORDERS AND ORNAMENTS



C1899-98 x 24 points [1 1/4-inch motives]



C1892-66 x 24 points [1 1/4-inch motives]



C1891-60 x 24 points [1 1/4-inch motives]



C1895-60 x 24 points [1 1/4-inch motives]



C1899-42 x 24 points [1 1/4-inch motives]



C1898-42 x 24 points [1 1/4-inch motives]



C1947-24 x 60 points



C1945-24 x 60 points



C993-24 x 54 points



C984-24 x 54 points



C1548-24 x 42 points



C1546-24 x 42 points



C1425-48 x 48 points



C1428-36 x 36 points



C1390-24 x 24 points



C1389-18 x 18 points



C1484-14 x 14 points



C2-12 x 12 points



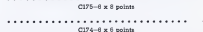
C1482-10 x 10 points



C1823-8 x 8 points



C2035-6 x 6 points



C175-6 x 8 points



C174-6 x 6 points



C1448-6 x 18 points



B920-36 x 36 points



B919-24 x 24 points



B918-12 x 12 points



B1801-8 x 8 points

## PLAYING CARD SYMBOLS



C1986

C1987

C1988

C1989

42 x 36 points



C1422

C1423

C1424

C1425

30 x 24 points



C1418

C1419

C1420

C1421


18 x 12 points

# LUDLOW BORDERS AND ORNAMENTS










## ARTCRAFT ORNAMENTS

C817		10 point
C818		12 point
C819		14 point
C820		18 point
C821		24 point
C822		30 point
C823		36 point
C824		42 point
C825		48 point

## ARTCRAFT ORNAMENTS

C808		10 point
C809		12 point
C810		14 point
C811		18 point
C812		24 point
C813		30 point
C814		36 point
C815		42 point
C816		48 point

## ARTCRAFT ORNAMENTS


C799		10 point
C800		12 point
C801		14 point
C802		18 point
C803		24 point
C804		30 point
C805		36 point
C806		42 point
C807		48 point

## CAMEO ORNAMENTS

B827		12 point
B830		14 point
B833		18 point
B836		24 point
B839		30 point
B842		36 point
B845		42 point
B848		48 point

## FIVE POINTED STARS

Outline

C200		6 x 6 points
C201		8 x 8 points
C202		10 x 10 points
C18		12 x 12 points
C362		14 x 14 points
C363		18 x 18 points
C18		24 x 24 points
C364		30 x 30 points
C13		36 x 36 points

## CAMEO ORNAMENTS

Left Side

B826		12 point
B829		14 point
B832		18 point
B835		24 point
B836		30 point
B841		36 point
B844		42 point
B847		48 point








## FIVE POINTED STARS

Full Face

C2054		4 x 4 points
C281		6 x 6 points
C282		8 x 8 points
C283		10 x 10 points
C17		12 x 12 points
C365		14 x 14 points
C366		18 x 18 points
C15		24 x 24 points
C387		30 x 30 points
C14		36 x 36 points
C1010		42 x 42 pts.
C1011		48 x 48 pts.

## CAMEO ORNAMENTS

Right Side

B828		12 point
B831		14 point
B834		18 point
B837		24 point
B840		30 point
B843		36 point
B846		42 point
B849		48 point



# SELECTED BORDERS AND ORNAMENTS

		
A2171—6 x 12 points	A2194—6 x 6 points	A2215—6 x 6 points
		
A2172—6 x 6 points	A2195—6 x 6 points	A2216—6 x 6 points
		
A2173—6 x 6 points	A2196—6 x 6 points	A2217—6 x 6 points
		
A2174—6 x 12 points	A2197—6 x 12 points	A2218—6 x 6 points
		
A2175—6 x 6 points	A2198—6 x 6 points	A2219—6 x 6 points
		
A2176—6 x 6 points	A2199—6 x 6 points	A2220—6 x 6 points
		
A2177—6 x 6 points	A2200—6 x 6 points	A2221—6 x 6 points
		
A2178—6 x 6 points	A2201—6 x 6 points	A2222—6 x 6 points
		
A2179—6 x 6 points	A2202—6 x 6 points	A2223—6 x 6 points
		
A2180—6 x 16 points	A2203—6 x 16 points	A2224—6 x 6 points
		
A2181—6 x 6 points	A2204—6 x 6 points	A2225—6 x 6 points
		
A2182—6 x 6 points	A2205—6 x 12 points	A2226—6 x 6 points
		
A2183—6 x 6 points	A2206—6 x 6 points	A2227—6 x 6 points
		
A2184—6 x 6 points	A2207—6 x 6 points	A2228—6 x 6 points
		
A2185—6 x 6 points	A2208—6 x 12 points	A2229—6 x 12 points
		
A2186—6 x 16 points	A2209—6 x 6 points	A2230—6 x 6 points
		
A2187—6 x 16 points	A2210—6 x 6 points	A2231—6 x 6 points
		
A2188—6 x 16 points	A2211—6 x 6 points	A2232—6 x 6 points
		
A2189—6 x 6 points	A2212—6 x 6 points	A2233—6 x 6 points
		
A2190—6 x 6 points	A2213—6 x 6 points	A2234—6 x 6 points
		
A2191—6 x 6 points	A2214—6 x 6 points	A2235—6 x 6 points
		
A2192—6 x 6 points	A2215—6 x 6 points	A2236—6 x 6 points

LUDLOW TYPOGRAPH COMPANY

# CHRISTMAS BORDERS AND ORNAMENTS



A2056-12 x 10 points



A2059-12 x 10 points



A2060-12 x 10 points



A2061-10 x 15 points



A2062-24 x 24 points



A2063-36 x 36 points



A2064-24 x 24 points



A2065-36 x 36 points



A2066-24 x 24 points



A2067-24 x 24 points



A2068-24 x 24 points



A2069-24 x 24 points



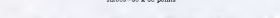
A2070-36 x 36 points



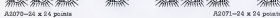
A2071-24 x 24 points



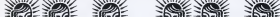
A2072-36 x 36 points



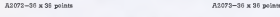
A2073-24 x 24 points



A2074-24 x 24 points



A2075-36 x 36 points



A2076-24 x 24 points



A2077-24 x 24 points



A2078-24 x 24 points



A2079-36 x 36 points



A2080-24 x 24 points



A2075-24 x 48 points



A2076-36 x 72 points



A2077-36 x 72 points



A2078-24 x 48 points



A2079-24 x 48 points



A2080-36 x 72 points



A2081-36 x 72 points



A2082-24 x 24 points



A2083-36 x 36 points



A2084-24 x 36 points



A2085-36 x 54 points



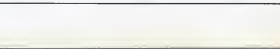
A2086-24 x 36 points



A2087-24 x 36 points



A2088-36 x 54 points



A2089-36 x 54 points

# LUDLOW BORDERS AND ORNAMENTS



C1253-24 x 24 points



C1284-18 x 18 points



C975-18 x 18 points



C13-12 x 12 points



C974-12 x 12 points



C952-6 x 6 points



C917-12 x 24 points



C973-9 x 18 points



C972-6 x 12 points



C916-6 x 12 points



C950-6 x 6 points



C1756-12 x 12 points



C1757-12 x 12 points



C986-9 x 9 points



C959-9 x 9 points



C956-6 x 6 points



C957-6 x 6 points



C1354-6 x 6 points



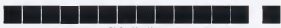
C1353-6 x 6 points



C971-18 x 9 points



C970-12 x 6 points



C1454-18 x 18 points



C1386-18 x 12 points



C1-12 x 12 points



C1459-10 x 10 points



C1452-8 x 8 points



C1451-8 x 8 points



C177-8 x 6 points



C176-8 x 6 points



C433-6 x 18 points



C906-4 x 4 points



1908-24 x 24 points



1909-24 x 24 points



1910-24 x 24 points



1911-24 x 24 points



2978-24 x 18 points



2979-24 x 18 points



C1489-18 x 18 points



C1489-18 x 18 points



C1490-18 x 18 points



C890-12 x 12 points

# SELECTED BORDERS AND ORNAMENTS

## PATRIOTIC BORDERS AND ORNAMENTS



C9298-48 x 54 points



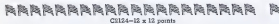
C9297-56 x 42 points



C2126-64 x 24 points



C2125-16 x 18 points



C2124-12 x 12 points



AA2371 Stars-AA2399 Stripes  
54 x 72 points



AA2372 Stars-AA2337 Stripes  
72 x 66 points



AA2373 Stars-AA2147 Stripes  
48 x 48 points



AA2370 Stars-AA2145 Stripes  
36 x 36 points



AA2148 Stars-AA2143 Stripes-72 x 60 points



A2140 Stars-A2141 Stripes-65 x 40 points



C2139-48 x 40 points



C2138-36 x 30 points



C2137-24 x 20 points



C2127-12 x 12 points



C2136-90 x 24 points



C2134-14 x 18 points



C2133-10 x 15 points



C2135-24 x 24 points



C2130-18 x 15 points



C2131-12 x 12 points

## HALLOWEEN BORDERS AND ORNAMENTS



A2130-48 x 48 points



A2139-24 x 24 points



A2138-36 x 30 points



A2137-18 x 15 points



A2130-36 x 24 points



A2140-24 x 18 points



A2148-18 x 12 points



A2156-36 x 36 points



A2155-18 x 18 points



A2154-12 x 12 points



A2150-36 x 36 points



A2152-24 x 24 points



A2151-18 x 18 points

# LUDLOW LEADERS AND RULES

## HORIZONTAL DOT LEADERS

### One Dot to the em—1½ point Dot

No. 68 12 pt. alignment	No. 72 14 pt. alignment
No. 73 18 pt. alignment	

### Two Dots to the em—1½ point Dot

No. 74 14 pt. alignment	No. 76 18 pt. alignment
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### Three Dots to the em

No. 1008	1½ point dot	8 point alignment
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No. 1009	¾ point dot	10 point alignment
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No. 71	1 point dot	12 point alignment
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No. 74	1½ point dot	14 point alignment
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No. 77	1½ point dot	18 point alignment
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### Six Dots to the Pica—½ point Dot

Number	Alignment	Setwidth
922	6-8 point	2 points
923	6-8 point	4 points
924	6-8 point	8 points
925	6-8 point	10 points
926	6-8 point	12 points
927	6-8 point	14 points
928	6-8 point	16 points
929	6-8 point	18 points
930	6-8 point	20 points
931	6-8 point	22 points
932	6-8 point	24 points
933	6-8 point	26 points
934	6-8 point	28 points
935	6-8 point	30 points
936	6-8 point	32 points
937	6-8 point	34 points
938	6-8 point	36 points
939	6-8 point	38 points
940	6-8 point	40 points
941	6-8 point	42 points
942	6-8 point	44 points
943	6-8 point	46 points
944	6-8 point	48 points
945	6-8 point	50 points
946	6-8 point	52 points
947	6-8 point	54 points
948	6-8 point	56 points
949	6-8 point	58 points
950	6-8 point	60 points
951	6-8 point	62 points
952	6-8 point	64 points
953	6-8 point	66 points
954	6-8 point	68 points
955	6-8 point	70 points
956	6-8 point	72 points
957	6-8 point	74 points
958	6-8 point	76 points
959	6-8 point	78 points
960	6-8 point	80 points
961	6-8 point	82 points
962	6-8 point	84 points
963	6-8 point	86 points
964	6-8 point	88 points
965	6-8 point	90 points
966	6-8 point	92 points
967	6-8 point	94 points
968	6-8 point	96 points
969	6-8 point	98 points
970	6-8 point	100 points
971	6-8 point	102 points
972	6-8 point	104 points
973	6-8 point	106 points
974	6-8 point	108 points
975	6-8 point	110 points
976	6-8 point	112 points
977	6-8 point	114 points
978	6-8 point	116 points
979	6-8 point	118 points
980	6-8 point	120 points
981	6-8 point	122 points
982	6-8 point	124 points
983	6-8 point	126 points
984	6-8 point	128 points
985	6-8 point	130 points
986	6-8 point	132 points
987	6-8 point	134 points
988	6-8 point	136 points
989	6-8 point	138 points
990	6-8 point	140 points
991	6-8 point	142 points
992	6-8 point	144 points
993	6-8 point	146 points
994	6-8 point	148 points
995	6-8 point	150 points
996	6-8 point	152 points
997	6-8 point	154 points
998	6-8 point	156 points
999	6-8 point	158 points
1000	6-8 point	160 points

### Three Dots to the Pica

No. 160	1 point dot	6-8 point alignment
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### Eight Dots to the Pica—½ point Dot

Number	Alignment	Setwidth
343	10-12 point	12 points
344	10-12 point	14 points
345	10-12 point	16 points
346	10-12 point	18 points
347	10-12 point	20 points
348	10-12 point	22 points
349	10-12 point	24 points
350	10-12 point	26 points
351	10-12 point	28 points
352	10-12 point	30 points
353	10-12 point	32 points
354	10-12 point	34 points
355	10-12 point	36 points
356	10-12 point	38 points
357	10-12 point	40 points
358	10-12 point	42 points
359	10-12 point	44 points
360	10-12 point	46 points
361	10-12 point	48 points
362	10-12 point	50 points
363	10-12 point	52 points
364	10-12 point	54 points
365	10-12 point	56 points
366	10-12 point	58 points
367	10-12 point	60 points
368	10-12 point	62 points
369	10-12 point	64 points
370	10-12 point	66 points
371	10-12 point	68 points
372	10-12 point	70 points
373	10-12 point	72 points
374	10-12 point	74 points
375	10-12 point	76 points
376	10-12 point	78 points
377	10-12 point	80 points
378	10-12 point	82 points
379	10-12 point	84 points
380	10-12 point	86 points
381	10-12 point	88 points
382	10-12 point	90 points
383	10-12 point	92 points
384	10-12 point	94 points
385	10-12 point	96 points
386	10-12 point	98 points
387	10-12 point	100 points
388	10-12 point	102 points
389	10-12 point	104 points
390	10-12 point	106 points
391	10-12 point	108 points
392	10-12 point	110 points
393	10-12 point	112 points
394	10-12 point	114 points
395	10-12 point	116 points
396	10-12 point	118 points
397	10-12 point	120 points
398	10-12 point	122 points
399	10-12 point	124 points
400	10-12 point	126 points

## HORIZONTAL HYPHEN LEADERS

### ½ Point Hyphen—5 Hyphens to the Pica

Number	Alignment	Setwidth
188	6-8 point	12 points
189	6-8 point	14 points
190	6-8 point	16 points
191	6-8 point	18 points
192	6-8 point	20 points
193	6-8 point	22 points
194	6-8 point	24 points
195	6-8 point	26 points
196	6-8 point	28 points
197	6-8 point	30 points
198	6-8 point	32 points
199	6-8 point	34 points
200	6-8 point	36 points
201	6-8 point	38 points
202	6-8 point	40 points
203	6-8 point	42 points
204	6-8 point	44 points
205	6-8 point	46 points
206	6-8 point	48 points
207	6-8 point	50 points
208	6-8 point	52 points
209	6-8 point	54 points
210	6-8 point	56 points
211	6-8 point	58 points
212	6-8 point	60 points
213	6-8 point	62 points
214	6-8 point	64 points
215	6-8 point	66 points
216	6-8 point	68 points
217	6-8 point	70 points
218	6-8 point	72 points
219	6-8 point	74 points
220	6-8 point	76 points
221	6-8 point	78 points
222	6-8 point	80 points
223	6-8 point	82 points
224	6-8 point	84 points
225	6-8 point	86 points
226	6-8 point	88 points
227	6-8 point	90 points
228	6-8 point	92 points
229	6-8 point	94 points
230	6-8 point	96 points
231	6-8 point	98 points
232	6-8 point	100 points
233	6-8 point	102 points
234	6-8 point	104 points
235	6-8 point	106 points
236	6-8 point	108 points
237	6-8 point	110 points
238	6-8 point	112 points
239	6-8 point	114 points
240	6-8 point	116 points
241	6-8 point	118 points
242	6-8 point	120 points
243	6-8 point	122 points
244	6-8 point	124 points
245	6-8 point	126 points
246	6-8 point	128 points
247	6-8 point	130 points
248	6-8 point	132 points
249	6-8 point	134 points
250	6-8 point	136 points
251	6-8 point	138 points
252	6-8 point	140 points
253	6-8 point	142 points
254	6-8 point	144 points
255	6-8 point	146 points
256	6-8 point	148 points
257	6-8 point	150 points
258	6-8 point	152 points
259	6-8 point	154 points
260	6-8 point	156 points
261	6-8 point	158 points
262	6-8 point	160 points
263	6-8 point	162 points
264	6-8 point	164 points
265	6-8 point	166 points
266	6-8 point	168 points
267	6-8 point	170 points
268	6-8 point	172 points
269	6-8 point	174 points
270	6-8 point	176 points
271	6-8 point	178 points
272	6-8 point	180 points
273	6-8 point	182 points
274	6-8 point	184 points
275	6-8 point	186 points
276	6-8 point	188 points
277	6-8 point	190 points
278	6-8 point	192 points
279	6-8 point	194 points
280	6-8 point	196 points
281	6-8 point	198 points
282	6-8 point	200 points
283	6-8 point	202 points
284	6-8 point	204 points
285	6-8 point	206 points
286	6-8 point	208 points
287	6-8 point	210 points
288	6-8 point	212 points
289	6-8 point	214 points
290	6-8 point	216 points
291	6-8 point	218 points
292	6-8 point	220 points
293	6-8 point	222 points
294	6-8 point	224 points
295	6-8 point	226 points
296	6-8 point	228 points
297	6-8 point	230 points
298	6-8 point	232 points
299	6-8 point	234 points
300	6-8 point	236 points

### ½ Point Hyphen—2 Hyphens to the em

Number	Alignment	Setwidth
78	10-12 point	12 points
81	14 point	14 points
79	18 point	18 points

## HORIZONTAL HYPHEN LEADERS

### ½ Point Hyphen—3 Hyphens to the em

Number	Alignment	Setwidth
1083	8 point	6 points
1084	8 point	8 points
1085	10 point	10 points

## VERTICAL DOT LEADERS

### ½ Point Dot—6 Dots to the Pica

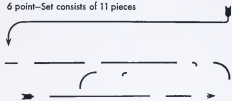
#### Center Alignment

Number	Height	Setwidth
1314	12 points	6 points
1315	14 points	8 points
1316	16 points	10 points
1317	18 points	12 points
1318	20 points	14 points
1319	22 points	16 points
1320	24 points	18 points
1321	26 points	20 points
1322	28 points	22 points
1323	30 points	24 points
1324	32 points	26 points
1325	34 points	28 points
1326	36 points	30 points
1327	38 points	32 points
1328	40 points	34 points
1329	42 points	36 points
1330	44 points	38 points
1331	46 points	40 points
1332	48 points	42 points
1333	50 points	44 points
1334	52 points	46 points
1335	54 points	48 points
1336	56 points	50 points
1337	58 points	52 points
1338	60 points	54 points
1339	62 points	56 points
1340	64 points	58 points
1341	66 points	60 points
1342	68 points	62 points
1343	70 points	64 points
1344	72 points	66 points
1345	74 points	68 points
1346	76 points	70 points
1347	78 points	72 points
1348	80 points	74 points
1349	82 points	76 points
1350	84 points	78 points
1351	86 points	80 points
1352	88 points	82 points
1353	90 points	84 points
1354	92 points	86 points
1355	94 points	88 points
1356	96 points	90 points
1357	98 points	92 points
1358	100 points	94 points
1359	102 points	96 points
1360	104 points	98 points
1361	106 points	100 points
1362	108 points	102 points
1363	110 points	104 points
1364	112 points	106 points
1365	114 points	108 points
1366	116 points	110 points
1367	118 points	112 points
1368	120 points	114 points
1369	122 points	116 points
1370	124 points	118 points
1371	126 points	120 points
1372	128 points	122 points
1373	130 points	124 points
1374	132 points	126 points
1375	134 points	128 points
1376	136 points	130 points
1377	138 points	132 points
1378	140 points	134 points
1379	142 points	136 points
1380	144 points	138 points
1381	146 points	140 points
1382	148 points	142 points
1383	150 points	144 points
1384	152 points	146 points
1385	154 points	148 points
1386	156 points	150 points
1387	158 points	152 points
1388	160 points	154 points
1389	162 points	156 points
1390	164 points	158 points
1391	166 points	160 points
1392	168 points	162 points
1393	170 points	164 points
1394	172 points	166 points
1395	174 points	168 points
1396	176 points	170 points
1397	178 points	172 points
1398	180 points	174 points
1399	182 points	176 points
1400	184 points	178 points

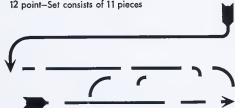
### 1 Point Dot—6 Dots to the Pica

# LUDLOW COMPOSITE PIECE ARROWS

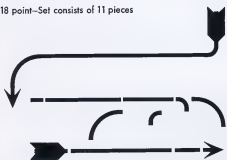
6 point—Set consists of 11 pieces



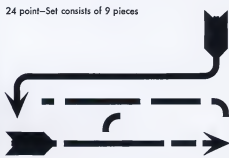
12 point—Set consists of 11 pieces



18 point—Set consists of 11 pieces



24 point—Set consists of 9 pieces



36 point  
Set consists of 9 pieces



## Coal

Now is the time to buy  
your supply of coal for  
winter at the best price  
SOUTHERN COAL CO.

Border for advertisement formed from 24-point piece arrows

Central Machinery Company  
470 Central Boulevard  
Chicago, Illinois

Border for window envelope formed from 6-point piece arrows

# LUDLOW DOTTED RULEFORM MATRICES

## Horizontal Rule Matrices

Made up in sets of matrices of different set widths from 2 point to 18 point set width, inclusive.

## Intersecting Matrices

Standard Sizes								Horizontal Face	Vertical Face	Designation
12 pt.	14 pt.	16 pt.	18 pt.	20 pt.	22 pt.	24 pt.		Dotted	Hairline	RF 331-21
								Dotted	Double Hairline (2 point white space)	RF 332-21
								Dotted	Half-point	RF 333-21
								Dotted	Double Half-point (1½ point white space)	RF 334A-21
								Dotted	Double Half-point (2 point white space)	RF 334-21
								Dotted	One-point	RF 337-21
								Dotted	Dotted	RF 3333-21

## Vertical Matrices

Standard Sizes								Face	Designation
12 pt.	14 pt.	16 pt.	18 pt.	20 pt.	22 pt.	24 pt.		Dotted	RF 033-01

## Slug-Aligning Matrices

Face	Designation
Dotted	SA 330-91
Blank Space	SA 00-90

Standard Point Sizes: 12, 14, 16, 18, 20, 22 and 24 point



# LUDLOW RULEFORM MATRICES

## Horizontal Rule Matrices

Hairline } Made up in sets of rule matrices of different set widths from ¼ pica em to 21 pica ems, inclusive.  
One-point

## Intersecting Rule Matrices

Standard Sizes							Horizontal Face	Vertical Face	Designation
12 pt.	14 pt.	16 pt.	18 pt.	20 pt.	22 pt.	24 pt.			
							Hairline	Hairline	RF 11-21
							Hairline	Double Hairline (2 point white space)	RF 12-21
							Hairline	Half-point	RF 13-21
							Hairline	Double Half-point (1½ point white space)	RF 14A-21
							Hairline	Double Half-point (2 point white space)	RF 14-21
							Hairline	One-point	RF 17-21
							One-point	Hairline	RF 71-21
							One-point	Double Hairline (2 point white space)	RF 72-21
							One-point	Half-point	RF 73-21
							One-point	Double half-point (1½ point white space)	RF 74A-21
							One-point	Double Half-point (2 point white space)	RF 74-21
							One-point	One-point	RF 77-21

## Vertical Rule Matrices

Standard Sizes							Face	Designation
12 pt.	14 pt.	16 pt.	18 pt.	20 pt.	22 pt.	24 pt.		
							Hairline	RF 01-01
							Double Hairline (2 point white space)	RF 02-01
							Half-point	RF 03-01
							Double Half-point (1½ point white space)	RF 04A-01
							Double Half-point (2 point white space)	RF 04-01
							One-point	RF 07-01

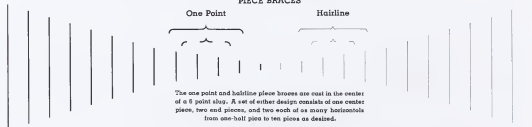
## Slug-Aligning Rule Matrices

Face	Designation
Hairline	SA 10-91
One-point	SA 70-91
Blank Space	SA 00-90

Standard Point Sizes:  
12, 14, 16, 18, 20, 22, and 24 point

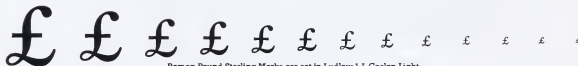
# LUDLOW MISCELLANEOUS MATRICES

## PIECE BRACES



## POUND STERLING MARKS AND SHILLING STROKES

72 pt. 60 pt. 48 pt. 42 pt. 36 pt. 30 pt. 24 pt. 18 pt. 14 pt. 12 pt. 10 pt. 8 pt. 6 pt.



Pound Sterling Marks are available in all point sizes of all Ludlow typefaces—for purchase as extra characters. These may be substituted for the dollar mark without extra charge when desired.

The 6 point italic Pound Sterling Mark is on a roman body matrix

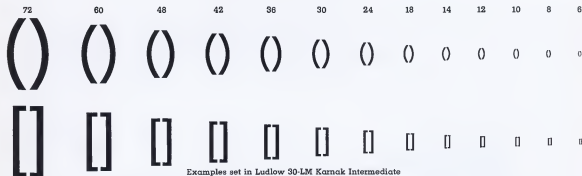
Regular (long) Shilling Strokes are available in all point sizes of all Ludlow typefaces—for purchase as extra characters.

Short Shilling Strokes are available in all point sizes of practically all Ludlow typefaces.

# LUDLOW MISCELLANEOUS MATRICES

Point Size

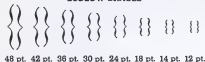
## LUDLOW PARENTHESES AND BRACKETS



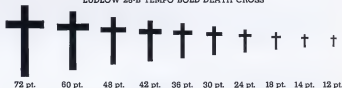
Examples set in Ludlow 30-LM Karnak Intermediate

Parentheses and Brackets are included in the font in all point sizes of many Ludlow typefaces, as shown in the individual typeface specimen pages. In other typefaces, they are available for purchase as extra characters.

## LUDLOW BRACES



## LUDLOW 28-B TEMPO BOLD DEATH CROSS



Death Crosses are made for Tempo Light 12 to 48 point inclusive, Tempo Heavy Inline 24, 30, 36 and 48 point, Caslon Light Italic 14, 18, 24, 30, 36 and 48 point, Caslon Old Face Heavy 18, 24, 30 and 48 point, Century Bold 14, 30, 36, 42 and 48 point, and Ludlow Black and its Italic in 14 point.

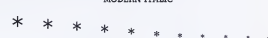
## LUDLOW ASTERISKS



## ITALIC LIGHT



## MODERN ITALIC



Tempo Heavy Condensed Dollar Marks (cast long way of slug)



## PER CENT MARKS



## VERTICAL PER CENT MARKS



Ludlow Vertical Per Cent Marks are cast the long way of the slug making high or low adjustment possible with any size figures. The three sizes shown here are  $\frac{3}{16}$  inch matrices.

# LUDLOW MISCELLANEOUS MATRICES

## FISTS—FULLFACE



60 Point—Right and Left



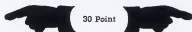
48 Point



42 Point



36 Point



30 Point



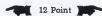
24 Point



18 Point



14 Point



12 Point



10 Point



8 Point



6 Point

## FISTS—OUTLINE



72 Point—Right and Left



60 Point—Right and Left



48 Point



42 Point



36 Point



30 Point



24 Point



18 Point



14 Point



12 Point



10 Point



8 Point



6 Point



# LUDLOW MISCELLANEOUS MATRICES

## STUBBY ARROWHEADS

### Solid



### Outline



## REVERSE NUMERALS IN CIRCLE

1 2 3 4 5 6 7 8 9 0

12 Point

1 2 3 4 5 6 7 8 9 0

14 Point

1 2 3 4 5 6 7 8 9 0

18 Point

1 2 3 4 5 6 7 8 9 0

24 Point

## PRESCRIPTION MARK



48 Point

Available in any standard  
typeface and point size

## ARROWS



12 point



6 point



36 x 48 points  
A50

PRINTED  
IN  
U.S.A.

Matrix No. 1094



48 x 48 points  
C1562



24 x 24 points  
C2363



18 x 18 points  
C2363



12 x 12 points  
C2361

# LUDLOW MISCELLANEOUS MATRICES

## DOLLAR-SALE FIGURES

\$1

\$1

\$1

\$1

\$1

\$1

The 96, 72 and 60 point sizes of the Dollar-Sale Figures are cast vertically on the slug. The 48 and 36 point size without circle are available in matrices to cast vertically or horizontally with the slug.

Point Size 96 72 60 48 36 36 Point Figure in Circle

### LUDLOW BLACK VERTICAL DOLLAR MARKS

\$ \$ \$ \$

42 Point 36 Point 30 Point 24 Point

### VERTICAL DOLLAR MARKS

\$ \$ \$ \$ \$ \$

Point Size 48 42 36 30 24 18

### VERTICAL CENT MARKS—Cheltenham Bold Condensed

¢ ¢ ¢ ¢

Point Size 120 96 84 72

### VERTICAL CENT MARKS—Roman Bold

Ludlow Vertical Dollar and Cent Marks are cast the long way of the slug making higher low adjustment possible with any figures.

¢ ¢

80 48

### CENT MARKS—Roman Bold

¢ ¢ ¢ ¢ ¢ ¢ ¢ ¢

Point Size 48 42 36 30 24 18 14 12

### CENT MARKS—Italic Bold

¢ ¢ ¢ ¢ ¢ ¢ ¢ ¢

Point Size 42 36 30 24 18 14 12

### CENT MARKS—Century Bold and Bold Italic

¢ ¢ ¢ ¢ ¢ ¢ ¢

Point Size 42 30 18 42 30 12

### CENT MARKS—Roman Light

¢ ¢ ¢ ¢ ¢

Point Size 14 12 10 8 6

### SPECIAL LOGOTYPES

ST ND RD TH ST ND RD TH

Point Size 14 12 10 8 6 14 Point 1-B Top Alignment 14 Point 2-BC Top Alignment

### LUDLOW BLACK CENT MARKS

¢ ¢ ¢ ¢ ¢ ¢ ¢ ¢ ¢ ¢

48 Point 42 Point 36 Point 30 Point 24 Point 18 Point 14 Point 12 Point 10 Point 8 Point

### LUDLOW BLACK ITALIC ASTERISKS

\* \*

12 Point 14 Point

### LUDLOW BLACK ITALIC SECTION MARK

§

14 Point

# LUDLOW MISCELLANEOUS MATRICES

## COMMERCIAL SIGNS

Size	Pound	Com'l @	Sq. Gothic Com'l @	Account	Per	Section	Italic Section	Dagger	Double Dagger
6 Point	lb	@	@	%	℥	§		†	‡
8 Point	lb	@	@	%	℥	§		†	‡
10 Point	lb	@	@	%	℥	§		†	‡
12 Point	lb	@	@	%	℥	§	§	†	‡
14 Point	lb	@		%	℥	§	§	†	‡
18 Point	lb	@		%		§	§	†	‡
24 Point	lb	@	Section marks are made for Tempo Light 12 to 48 point inclusive, Tempo Bold 12 to 72 point inclusive and for Tempo Heavy Inlins in the 24, 30, 36 and 48 point sizes.			§	§	†	‡
36 Point	lb					§	§		
48 Point	lb					§	§		
						§	§		

## 11-L PARAGRAPH MARKS

48 pt.	42 pt.	36 pt.	30 pt.	24 pt.	18 pt.	14 pt.	12 pt.	10 pt.	8 pt.	6 pt.
¶	¶	¶	¶	¶	¶	¶	¶	¶	¶	¶

## ROMAN PARAGRAPH MARKS

¶	¶	¶	¶	¶	¶	¶	¶	¶	¶	¶
---	---	---	---	---	---	---	---	---	---	---

## MAGNETIC CHECK ROUTING SYMBOLS

1 2 3 4 5 6 7 8 9 0 ■ ■ ■ ■ ■ ■ ■ ■ ■ ■

## COPYRIGHT SIGNS

24 pt.	18 pt.	14 pt.	12 pt.	10 pt.	8 pt.	6 pt.
©	©	©	©	©	©	©

## REGISTER MARKS

®	®	®	®
---	---	---	---

## CARE OF SIGNS

‰	‰	‰	‰	‰	‰
---	---	---	---	---	---

## CORNER BLOCK FOR BUSINESS REPLY CARD



## Window Indicators

12 Point	
No. 955	No. 956
10 point	
No. 2361	No. 2362

# LUDLOW FOOD STORE 2-LINE LOGOTYPES

6 Point No. 3 Ludlow Lining Plate Gothic Heavy Condensed (6-LPHC)

[12 pt. over-all]

PER CAN	LB. CAN	LB. CANS	GAL. CAN	GAL. CANS	REG. CAN	REG. CANS	TALL CAN	TALL CANS	SMALL CAN	SMALL CANS	LARGE CAN	LARGE CANS
5005	5001	5002	5003	5004	5005	5006	5007	5008	5009	5010	5011	5012
NO. 1 CAN	NO. 1 CANS	NO. 2 CAN	NO. 2 CANS	NO. 2½ CAN	NO. 2½ CANS	NO. 3 CAN	NO. 3 CANS	8-OZ. CAN	8-OZ. CANS	12-OZ. CAN	12-OZ. CANS	
5013	5014	5015	5016	5017	5018	5019	5020	5021	5022	5023	5024	
16-OZ. CAN	16-OZ. CANS	16-OZ. CAN	16-OZ. CANS	18-OZ. CAN	18-OZ. CANS	1-LB. CAN	1-LB. CANS	2-LB. CAN	2-LB. CANS	3-LB. CAN	3-LB. CANS	
5025	5026	5027	5028	5029	5030	5031	5032	5033	5034	5035	5036	

GEORGIA PEACHES . . . 4 NO. 2½ CANS 65c

DEL MONTE SALMON . . . SMALL CAN 20c

DEL MONTE COFFEE . . . 2 1-LB. CANS 55c

CORNED BEEF HASH . . . . . PER CAN 20c

CALIFORNIA PEARS . . . 3 NO. 3 CANS 26c

DEL MONTE CORN . . . . . LARGE CAN 15c

6 point No. 3 Ludlow 6-LPHC Lining Plate Gothic Heavy Condensed Food Store Logotypes shown in combination with 18 point Ludlow 28-M Tempo Medium

10 Point Ludlow Tempo Medium (28-M)

[18 pt. over-all]

PER CAN	LB. CAN	LB. CANS	GAL. CAN	GAL. CANS	REG. CAN	REG. CANS	TALL CAN	TALL CANS	SMALL CAN	SMALL CANS	LARGE CAN	LARGE CANS
4005	4001	4002	4003	4004	4005	4006	4007	4008	4009	4010	4011	4012
NO. 1 CAN	NO. 1 CANS	NO. 2 CAN	NO. 2 CANS	NO. 2½ CAN	NO. 2½ CANS	NO. 3 CAN	NO. 3 CANS	8-OZ. CAN	8-OZ. CANS	12-OZ. CAN	12-OZ. CANS	
4013	4014	4015	4016	4017	4018	4019	4020	4021	4022	4023	4024	
15-OZ. CAN	15-OZ. CANS	16-OZ. CAN	16-OZ. CANS	18-OZ. CAN	18-OZ. CANS	1-LB. CAN	1-LB. CANS	2-LB. CAN	2-LB. CANS	3-LB. CAN	3-LB. CANS	
4025	4026	4027	4028	4029	4030	4031	4032	4033	4034	4035	4036	

ACE CORN . . . 3 NO. 2½ CANS 37c

PET MILK . . . . . 4 TALL CANS 25c

10 point Ludlow 28-M Tempo Medium Food Store Logotypes shown in combination with 48 point Ludlow 28-M Tempo Medium

In ordering Food Store 2-line logotypes, matrices desired may be designated by the numbers printed in red.

NOTE: Special small fonts of single-character matrices in 6 pt. No. 3 Ludlow Lining Plate Gothic Heavy Condensed (6-LPHC) and in 10 pt. Ludlow Tempo Medium (28-M) are available for setting combinations not included in the Food Store 2-line Logotype matrices shown above.



# LUDLOW FOOD STORE 2-LINE LOGOTYPES

## 6 Point No. 3 Ludlow Lining Plate Gothic Heavy Condensed (6-LPHC)

[12 pt. over-all]

PER PKG.	LB. PKG.	LB. PKGS.	1-LB. PKG.	1-LB. PKGS.	2-LB. PKG.	2-LB. PKGS.	3-LB. PKG.	3-LB. PKGS.	4-LB. PKG.	4-LB. PKGS.	5-LB. PKG.	5-LB. PKGS.	1/4-LB. PKG.	1/4-LB. PKGS.
5050	5051	5052	5053	5054	5055	5056	5057	5058	5059	5060	5061	5062	5063	5064
1/2-LB. PKG.	1/2-LB. PKGS.	3/4-LB. PKG.	3/4-LB. PKGS.	1 1/2-LB. PKG.	1 1/2-LB. PKGS.	1 3/4-LB. PKG.	1 3/4-LB. PKGS.	LARGE PKG.	LARGE PKGS.	SMALL PKG.	SMALL PKGS.	REG. PKG.	REG. PKGS.	
5065	5066	5067	5068	5069	5070	5071	5072	5073	5074	5075	5076	5077	5078	
MED. PKG.	MED. PKGS.	8-OZ. PKG.	8-OZ. PKGS.	15-OZ. PKG.	15-OZ. PKGS.	20-OZ. PKG.	20-OZ. PKGS.	32-OZ. PKG.	32-OZ. PKGS.	40-OZ. PKG.	40-OZ. PKGS.	PKG. OF 6	PKGS. OF 6	
5079	5080	5081	5082	5083	5084	5085	5086	5087	5088	5089	5090	5091	5092	

SOAP FLAKES . . . 4 LARGE PKGS. 98c      DRIED APRICOTS . . . LARGE PKG. 20c  
R & W FLOUR . . . 2 4-LB. PKGS. 89c      WILSON BACON . . . 1-LB. PKG. 35c  
CEYLON TEA . . . . 2 1-LB. PKGS. 99c      WILSON COFFEE . . . 1/2-LB. PKG. 18c

6 point No. 3 Ludlow 6-LPHC Lining Plate Gothic Heavy Condensed Food Store Logotypes shown in combination with 18 point Ludlow 28-B Tempo Bold

## 10 Point Ludlow Tempo Medium (28-M)

[18 pt. over-all]

PER PKG. 4050	LB. PKG. 4051	LB. PKGS. 4052	1-LB. PKG. 4053	1-LB. PKGS. 4054	2-LB. PKG. 4055	2-LB. PKGS. 4056	3-LB. PKG. 4057	3-LB. PKGS. 4058	4-LB. PKG. 4059	4-LB. PKGS. 4060	5-LB. PKG. 4061	5-LB. PKGS. 4062	1/4-LB. PKG. 4063	1/4-LB. PKGS. 4064
1/2-LB. PKG. 4065	1/2-LB. PKGS. 4066	3/4-LB. PKG. 4067	3/4-LB. PKGS. 4068	1 1/2-LB. PKG. 4069	1 1/2-LB. PKGS. 4070	1 3/4-LB. PKG. 4071	1 3/4-LB. PKGS. 4072	LARGE PKG. 4073	LARGE PKGS. 4074	SMALL PKG. 4075	SMALL PKGS. 4076	REG. PKG. 4077	REG. PKGS. 4078	MED. PKG. 4079
MED. PKGS. 4080	8-OZ. PKG. 4081	8-OZ. PKGS. 4082	15-OZ. PKG. 4083	15-OZ. PKGS. 4084	20-OZ. PKG. 4085	20-OZ. PKGS. 4086	32-OZ. PKG. 4087	32-OZ. PKGS. 4088	40-OZ. PKG. 4089	40-OZ. PKGS. 4090	PKG. OF 6 4091	PKGS. OF 6 4092	LB. BAG 4093	LB. BAGS 4094

SUGAR . . . . 3 2-LB. PKGS. 89c  
RAISINS . . . . 2 1-LB. PKGS. 25c

10 point Ludlow 28-M Tempo Medium Food Store Logotypes shown in combination with 36 point Ludlow 28-B Tempo Bold

In ordering Food Store 2-line logotypes, matrices desired may be designated by the numbers printed in red.

NOTE: Special small fonts of single-character matrices in 6 pt. No. 3 Ludlow Lining Plate Gothic Heavy Condensed (6-LPHC) and in 10 pt. Ludlow Tempo Medium (28-M) are available for setting combinations not included in the Food Store 2-line Logotype matrices shown above.

# LUDLOW LINING PLATE MISCELLANEOUS MATRICES

## FRACTIONS

18 POINT NO. 1	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{8}$	$\frac{3}{8}$	$\frac{5}{8}$	$\frac{7}{8}$
12 POINT NO. 3	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{8}$	$\frac{3}{8}$	$\frac{5}{8}$	$\frac{7}{8}$
12 POINT NO. 1	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{8}$	$\frac{3}{8}$	$\frac{5}{8}$	$\frac{7}{8}$
8 POINT NO. 4	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{8}$	$\frac{3}{8}$	$\frac{5}{8}$	$\frac{7}{8}$
6 POINT NO. 3	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{8}$	$\frac{3}{8}$	$\frac{5}{8}$	$\frac{7}{8}$

## EN-SET FRACTIONS

18 POINT NO. 1	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{8}$	$\frac{3}{8}$	$\frac{5}{8}$	$\frac{7}{8}$
12 POINT NO. 4	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{8}$	$\frac{3}{8}$	$\frac{5}{8}$	$\frac{7}{8}$
12 POINT NO. 3	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{8}$	$\frac{3}{8}$	$\frac{5}{8}$	$\frac{7}{8}$
12 POINT NO. 2	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{8}$	$\frac{3}{8}$	$\frac{5}{8}$	$\frac{7}{8}$
6 POINT NO. 3	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{8}$	$\frac{3}{8}$	$\frac{5}{8}$	$\frac{7}{8}$

## COMMERCE GOTHIC LIGHT FRACTIONS

## COMMERCE GOTHIC MEDIUM FRACTIONS

## COMMERCE GOTHIC MEDIUM CONDENSED FRACTIONS

18 POINT NO. 2	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$
12 POINT NO. 4	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$
12 POINT NO. 2	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$
6 POINT NO. 4	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$
6 POINT NO. 2	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$

## LINING LITHO LIGHT FRACTIONS

## LINING LITHO BOLD FRACTIONS

18 POINT NO. 2	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$
12 POINT NO. 4	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$
12 POINT NO. 2	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$
6 POINT NO. 4	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$
6 POINT NO. 2	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$

## PARENTHESES

POINT SIZE	6 No. 1	6 No. 2	6 No. 3	6 No. 4	12 No. 1	12 No. 2	12 No. 3	12 No. 4	18 No. 1	18 No. 2	24 No. 1	24 No. 2
Lining Plate Gothic	(	)	(	)	(	)	(	)	(	)	(	)
Lining Litho Light	(	)	(	)	(	)	(	)	(	)	(	)
Lining Litho Bold	(	)	(	)	(	)	(	)	(	)	(	)
Commerce Gothic Light	(	)	(	)	(	)	(	)	(	)	(	)
Commerce Gothic Medium	(	)	(	)	(	)	(	)	(	)	(	)
Commerce Gothic Medium Condensed	(	)	(	)	(	)	(	)	(	)	(	)

## PER CENT MARKS

6 Pt. No. 1	6 Pt. No. 2	6 Pt. No. 3	6 Pt. No. 4	12 Pt. No. 1	12 Pt. No. 2	12 Pt. No. 3	12 Pt. No. 4	18 Pt. No. 1	18 Pt. No. 2	24 Pt. No. 1	24 Pt. No. 2
%	%	%	%	%	%	%	%	%	%	%	%

## NOTE

All sizes of the Ludlow Lining Plate Gothics align with each other, with ruleform matrices, and with any of the Lining Plate Gothic miscellaneous matrices shown on this page.

# LUDLOW LINING PLATE MISCELLANEOUS MATRICES

## FIVE POINTED STARS

Full Face

18 Pt. No. 1 12 Pt. No. 4 12 Pt. No. 3 12 Pt. No. 1 6 Pt. No. 3 6 Pt. No. 1



## FIVE POINTED STARS

Outline

18 Pt. No. 1 12 Pt. No. 4 12 Pt. No. 3 12 Pt. No. 1 6 Pt. No. 3



## ARITHMETICAL SIGNS

Lightface

6 POINT NO. 3 + - × ÷ =

12 POINT NO. 2 + - × ÷ =

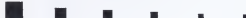
12 POINT NO. 3 + - × ÷ =

12 POINT NO. 4 + - × ÷ =

18 POINT NO. 1 + - × ÷ =

## SOLID SQUARES

18 Pt. No. 1 12 Pt. No. 4 12 Pt. No. 3 12 Pt. No. 2 12 Pt. No. 1 6 Pt. No. 3



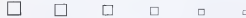
## SOLID DOTS

18 Pt. No. 1 12 Pt. No. 4 12 Pt. No. 3 12 Pt. No. 1 6 Pt. No. 3



## ELECTION SQUARES

18 Pt. No. 1 12 Pt. No. 4 12 Pt. No. 3 12 Pt. No. 2 12 Pt. No. 1 6 Pt. No. 3



## ELECTION SQUARES WITH CROSS

18 Pt. No. 1 12 Pt. No. 4 12 Pt. No. 3 12 Pt. No. 2 12 Pt. No. 1



## COMMERCIAL SIGNS

	Pound	Cent @	Account	Per	Section	Dogger	Double Dogger	Cent	Check	Degree	Inch	Foot
18 POINT NO. 1		@	q/c	℥	§	†	‡	¢		°	℥	′
12 POINT NO. 4	℔	@	q/c	℥	§	†	‡	¢	✓	°	℥	′
12 POINT NO. 3	℔	@	q/c	℥	§	†	‡	¢	✓	°	℥	′
12 POINT NO. 2	℔	@	q/c	℥	§	†	‡	¢	✓	°	℥	′
12 POINT NO. 1	℔	@	q/c	℥	§	†	‡	¢	✓	°	℥	′
6 POINT NO. 4		@	q/c	℥	§	†	‡	¢	✓	°	℥	′
6 POINT NO. 3	℔	@	q/c	℥	§	†	‡	¢	✓	°	℥	′

## NOTE

All sizes of the Ludlow Lining Plate Gothic align with each other, with ruleform matrices, and with any of the Lining Plate Gothic miscellaneous matrices shown on this page.

## MALTESE CROSSES

18 Pt. No. 1 12 Pt. No. 4 12 Pt. No. 3 12 Pt. No. 2 6 Pt. No. 3



## FISTS FULLFACE

18 Pt. No. 1 12 Pt. No. 4 12 Pt. No. 3 12 Pt. No. 2 6 Pt. No. 3



## FISTS OUTLINE

18 Pt. No. 1 12 Pt. No. 4 12 Pt. No. 3 12 Pt. No. 2 6 Pt. No. 3



## NUMBER SIGNS

12 Pt. No. 4 12 Pt. No. 3 12 Pt. No. 2 6 Pt. No. 3



## ARROWS

12 Pt. No. 4 6 Pt. No. 3 12 Pt. No. 3 12 Pt. No. 1 6 Pt. No. 3



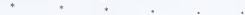
## COPYRIGHT SIGNS

12 Pt. No. 4 6 Pt. No. 3 12 Pt. No. 3 12 Pt. No. 1 6 Pt. No. 3



## ASTERISKS (Lightface)

18 Pt. No. 1 12 Pt. No. 4 12 Pt. No. 3 12 Pt. No. 1 6 Pt. No. 4 6 Pt. No. 3



## BRACKETS

Point Size 12 No. 4 12 No. 3 12 No. 2 12 No. 1 6 No. 4 6 No. 3 6 No. 2 6 No. 1



## BRACES

18 Pt. No. 1 12 Pt. No. 4



## PARAGRAPH MARKS

18 Pt. No. 1 12 Pt. No. 4 18 Pt. No. 3 12 Pt. No. 2 6 Pt. No. 3



## CARE-OF SIGNS

12 Pt. No. 4 12 Pt. No. 3 12 Pt. No. 2 6 Pt. No. 3



# LUDLOW MISCELLANEOUS MATRICES

## ARITHMETICAL SIGNS

Lightface

6 Point	+	-	x	=	±	>	<	√	°	∞
8 Point	+	-	x	=	±	>	<	√	°	∞
10 Point	+	-	x	=	±	>	<	√	°	∞
12 Point	+	-	x	=	±	>	<	√	°	∞
14 Point	+	-	x	=	±	>	<	√	°	∞
16 Point	+	-	x	=	±	>	<	√	°	∞

Boldface

6 Point	+	-	x	=	±	>	<	√	°
8 Point	+	-	x	=	±	>	<	√	°
10 Point	+	-	x	=	±	>	<	√	°
12 Point	+	-	x	=	±	>	<	√	°
14 Point	+	-	x	=	±	>	<	√	°
16 Point	+	-	x	=	±	>	<	√	°

## VOTING MACHINE LEVER SYMBOLS

With Cross

24 pt.



No. 2623

36 pt.



No. 2554

48 pt.



No. 2555

72 pt.



No. 2556

Without Cross

24 pt.



No. 2622

36 pt.



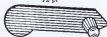
No. 2557

48 pt.



No. 2571

72 pt.



No. 2572

24 pt.



No. 2439

36 pt.



No. 2440

## NUMBER SIGNS

Lightface

6	8	10	12	14	16	24	30	36
#	#	#	#	#	#	#	#	#

Boldface

6	8	10	12	14	16	24	30	36
#	#	#	#	#	#	#	#	#

## COMMERCIAL SIGNS

Lightface Checks

6	8	10	12	14	16	24	30
✓	✓	✓	✓	✓	✓	✓	✓
		36	42	48			
		✓	✓	✓			

Boldface Checks

6	8	10	12	14	16	24	30
✓	✓	✓	✓	✓	✓	✓	✓
		36	42	48			
		✓	✓	✓			

## ELECTION SQUARES AND CIRCLES

With Cross

48	42	36	30	24	
18	14	12	10	8	6
36	30	24	18		

Without Cross

48	42	38	30	24		
20	18	14	12	10	8	6
36	30	24	18			

# LUDLOW DIAGONAL FRACTIONS

## LUDLOW 30-L KARNAK LIGHT

 $\frac{3}{4}$ 

48 Point

 $\frac{3}{4}$ 

42 Point

 $\frac{3}{4}$ 

36 Point

 $\frac{3}{4}$ 

30 Point

 $\frac{3}{4}$ 

24 Point

 $\frac{3}{4}$ 

18 Point

## LUDLOW 30-LM KARNAK INTERMEDIATE

 $\frac{3}{4}$ 

48 Point

 $\frac{3}{4}$ 

42 Point

 $\frac{3}{4}$ 

36 Point

 $\frac{3}{4}$ 

30 Point

 $\frac{3}{4}$ 

24 Point

 $\frac{3}{4}$ 

18 Point

## LUDLOW 30-LMI KARNAK INTERMEDIATE ITALIC

 $\frac{3}{4}$ 

48 Point

 $\frac{3}{4}$ 

42 Point

 $\frac{3}{4}$ 

36 Point

 $\frac{3}{4}$ 

30 Point

 $\frac{3}{4}$ 

24 Point

 $\frac{3}{4}$ 

18 Point

## LUDLOW 30-M KARNAK MEDIUM

 $\frac{3}{4}$ 

48 Point

 $\frac{3}{4}$ 

42 Point

 $\frac{3}{4}$ 

36 Point

 $\frac{3}{4}$ 

30 Point

 $\frac{3}{4}$ 

24 Point

 $\frac{3}{4}$ 

18 Point

## LUDLOW 30-MEC KARNAK OBELISK

 $\frac{3}{4}$ 

48 Point

 $\frac{3}{4}$ 

42 Point

 $\frac{3}{4}$ 

36 Point

 $\frac{3}{4}$ 

30 Point

 $\frac{3}{4}$ 

24 Point

 $\frac{3}{4}$ 

18 Point

## LUDLOW 30-H KARNAK BLACK

 $\frac{3}{4}$ 

48 Point

 $\frac{3}{4}$ 

42 Point

 $\frac{3}{4}$ 

36 Point

 $\frac{3}{4}$ 

30 Point

 $\frac{3}{4}$ 

24 Point

 $\frac{3}{4}$ 

18 Point

## LUDLOW 30-HI KARNAK BLACK ITALIC

 $\frac{3}{4}$ 

48 Point

 $\frac{3}{4}$ 

42 Point

 $\frac{3}{4}$ 

36 Point

 $\frac{3}{4}$ 

30 Point

 $\frac{3}{4}$ 

24 Point

 $\frac{3}{4}$ 

18 Point

## LUDLOW 30-HC KARNAK BLACK CONDENSED

 $\frac{3}{4}$ 

48 Point

 $\frac{3}{4}$ 

42 Point

 $\frac{3}{4}$ 

36 Point

 $\frac{3}{4}$ 

30 Point

 $\frac{3}{4}$ 

24 Point

 $\frac{3}{4}$ 

18 Point

Each set of the above fractions contains 2 each of the following characters:

 $\frac{1}{2}$ 
 $\frac{1}{3}$ 
 $\frac{2}{3}$ 
 $\frac{1}{4}$ 
 $\frac{3}{4}$ 

(%—Per cent Marks also available as extra sorts in all of the above sizes of these series.)

# LUDLOW DIAGONAL FRACTIONS

## LUDLOW 28-L TEMPO LIGHT

$\frac{3}{4}$   
48 Point

$\frac{3}{4}$   
42 Point

$\frac{3}{4}$   
36 Point

$\frac{3}{4}$   
30 Point

$\frac{3}{4}$   
24 Point

$\frac{3}{4}$   
18 Point

## LUDLOW 28-M TEMPO MEDIUM

$\frac{3}{4}$   
48 Point

$\frac{3}{4}$   
42 Point

$\frac{3}{4}$   
36 Point

$\frac{3}{4}$   
30 Point

$\frac{3}{4}$   
24 Point

$\frac{3}{4}$   
18 Point

## LUDLOW 28-B TEMPO BOLD

**$\frac{3}{4}$**   
48 Point

**$\frac{3}{4}$**   
42 Point

**$\frac{3}{4}$**   
36 Point

**$\frac{3}{4}$**   
30 Point

**$\frac{3}{4}$**   
24 Point

**$\frac{3}{4}$**   
18 Point

## LUDLOW 28-BI TEMPO BOLD ITALIC

***$\frac{3}{4}$***   
48 Point

***$\frac{3}{4}$***   
42 Point

***$\frac{3}{4}$***   
36 Point

***$\frac{3}{4}$***   
30 Point

***$\frac{3}{4}$***   
24 Point

***$\frac{3}{4}$***   
18 Point

## LUDLOW 28-BC TEMPO BOLD CONDENSED

**$\frac{3}{4}$**   
48 Point

**$\frac{3}{4}$**   
42 Point

**$\frac{3}{4}$**   
36 Point

**$\frac{3}{4}$**   
30 Point

**$\frac{3}{4}$**   
24 Point

**$\frac{3}{4}$**   
18 Point

## LUDLOW 28-H TEMPO HEAVY

**$\frac{3}{4}$**   
48 Point

**$\frac{3}{4}$**   
42 Point

**$\frac{3}{4}$**   
36 Point

**$\frac{3}{4}$**   
30 Point

**$\frac{3}{4}$**   
24 Point

**$\frac{3}{4}$**   
18 Point

## LUDLOW 28-HC TEMPO HEAVY CONDENSED

**$\frac{3}{4}$**   
48 Point

**$\frac{3}{4}$**   
42 Point

**$\frac{3}{4}$**   
36 Point

**$\frac{3}{4}$**   
30 Point

**$\frac{3}{4}$**   
24 Point

**$\frac{3}{4}$**   
18 Point

## LUDLOW 28-HCI TEMPO HEAVY CONDENSED ITALIC

***$\frac{3}{4}$***   
48 Point

***$\frac{3}{4}$***   
42 Point

***$\frac{3}{4}$***   
36 Point

***$\frac{3}{4}$***   
30 Point

***$\frac{3}{4}$***   
24 Point

***$\frac{3}{4}$***   
18 Point

Each set of the above fractions contains 2 each of the following characters:

$\frac{1}{2}$

$\frac{1}{3}$

$\frac{2}{3}$

$\frac{1}{4}$

$\frac{3}{4}$

(%—Per cent Marks also available as extra sorts in all of the above sizes of these series.)

# LUDLOW DIAGONAL FRACTIONS

## LUDLOW 3-B BODONI BOLD

**3/4**

48 Point

**3/4**

42 Point

**3/4**

36 Point

**3/4**

30 Point

**3/4**

24 Point

**3/4**

18 Point

## LUDLOW 3-BEC BODONI CAMPANILE

**3/4**

48 Point

**3/4**

42 Point

**3/4**

36 Point

**3/4**

30 Point

**3/4**

24 Point

**3/4**

18 Point

## LUDLOW 3-H BODONI BLACK

**3/4**

48 Point

**3/4**

42 Point

**3/4**

36 Point

**3/4**

30 Point

**3/4**

24 Point

**3/4**

18 Point

## LUDLOW 6-C CONDENSED GOTHIC

**3/4**

48 Point

**3/4**

42 Point

**3/4**

36 Point

**3/4**

30 Point

**3/4**

24 Point

**3/4**

18 Point

## LUDLOW 6-B MEDIUM CONDENSED GOTHIC

**3/4**

48 Point

**3/4**

42 Point

**3/4**

36 Point

**3/4**

30 Point

**3/4**

24 Point

**3/4**

18 Point

## LUDLOW 6-FEC FRANKLIN GOTHIC EXTRA CONDENSED

**3/4**

48 Point

**3/4**

42 Point

**3/4**

36 Point

**3/4**

30 Point

**3/4**

24 Point

**3/4**

18 Point

## LUDLOW 42-MIC CORONET

**3/4**

72 Point

**3/4**

60 Point

**3/4**

48 Point

**3/4**

42 Point

**3/4**

36 Point

**3/4**

30 Point

**3/4**

24 Point

**3/4**

18 Point

## LUDLOW 42-BIC CORONET BOLD

**3/4**

72 Point

**3/4**

60 Point

**3/4**

48 Point

**3/4**

42 Point

**3/4**

36 Point

**3/4**

30 Point

**3/4**

24 Point

**3/4**

18 Point

Each set of the above fractions contains 2 each of the following characters:

1/2

1/3

2/3

1/4

3/4

(%—Per cent Marks also available as extra sorts in all of the above sizes of these series.)

# LUDLOW DIAGONAL FRACTIONS

---

## LUDLOW 43-M RADIANT MEDIUM

 $\frac{3}{4}$ 

72 Point

 $\frac{3}{4}$ 

60 Point

 $\frac{3}{4}$ 

48 Point

 $\frac{3}{4}$ 

42 Point

 $\frac{3}{4}$ 

36 Point

 $\frac{3}{4}$ 

30 Point

 $\frac{3}{4}$ 

24 Point

 $\frac{3}{4}$ 

18 Point

## LUDLOW 43-B RADIANT BOLD

 $\frac{3}{4}$ 

48 Point

 $\frac{3}{4}$ 

42 Point

 $\frac{3}{4}$ 

36 Point

 $\frac{3}{4}$ 

30 Point

 $\frac{3}{4}$ 

24 Point

 $\frac{3}{4}$ 

18 Point

## LUDLOW 43-BC RADIANT BOLD CONDENSED

 $\frac{3}{4}$ 

48 Point

 $\frac{3}{4}$ 

42 Point

 $\frac{3}{4}$ 

36 Point

 $\frac{3}{4}$ 

30 Point

 $\frac{3}{4}$ 

24 Point

 $\frac{3}{4}$ 

18 Point

## LUDLOW 43-BEC RADIANT BOLD EXTRA CONDENSED

 $\frac{3}{4}$ 

72 Point

 $\frac{3}{4}$ 

60 Point

 $\frac{3}{4}$ 

48 Point

 $\frac{3}{4}$ 

42 Point

 $\frac{3}{4}$ 

36 Point

 $\frac{3}{4}$ 

30 Point

 $\frac{3}{4}$ 

24 Point

 $\frac{3}{4}$ 

18 Point

## LUDLOW 43-H RADIANT HEAVY

 $\frac{3}{4}$ 

72 Point

 $\frac{3}{4}$ 

60 Point

 $\frac{3}{4}$ 

48 Point

 $\frac{3}{4}$ 

42 Point

 $\frac{3}{4}$ 

36 Point

 $\frac{3}{4}$ 

30 Point

 $\frac{3}{4}$ 

24 Point

 $\frac{3}{4}$ 

18 Point

## LUDLOW 38-HIC HAUSER SCRIPT

 $\frac{3}{4}$ 

72 Point

 $\frac{3}{4}$ 

60 Point

 $\frac{3}{4}$ 

48 Point

 $\frac{3}{4}$ 

36 Point

 $\frac{3}{4}$ 

24 Point

Each set of the above fractions contains 2 each of the following characters:

 $\frac{1}{2}$  $\frac{1}{3}$  $\frac{2}{3}$  $\frac{1}{4}$  $\frac{3}{4}$ 

(%—Per cent Marks also available as extra sets in all of the above sizes of these series.)



# LUDLOW DIAGONAL FRACTIONS

## LUDLOW 28-EH TEMPO BLACK DIAGONAL FRACTIONS

**3/4**

48 Point

**3/4**

42 Point

**3/4**

36 Point

**3/4**

30 Point

**3/4**

24 Point

**3/4**

18 Point

## LUDLOW 30-HCI KARNAK BLACK CONDENSED ITALIC DIAGONAL FRACTIONS

**3/4**

48 Point

**3/4**

42 Point

**3/4**

36 Point

**3/4**

30 Point

**3/4**

24 Point

**3/4**

18 Point

## LUDLOW 3-BECI BODONI CAMPANILE ITALIC DIAGONAL FRACTIONS

**3/4**

48 Point

**3/4**

42 Point

**3/4**

36 Point

**3/4**

30 Point

**3/4**

24 Point

**3/4**

18 Point

Each set of the above fractions contains 2 each of the following characters:

1/2

1/3

2/3

1/4

3/4

## LUDLOW 6-B MEDIUM CONDENSED GOTHIC DIAGONAL FRACTIONS

**3/8**

48 Point

**3/8**

42 Point

**3/8**

38 Point

**3/8**

30 Point

**3/8**

24 Point

**3/8**

18 Point

**3/8**

14 Point

**3/8**

12 Point

**3/8**

10 Point

Made in the following denominations: 1/2 1/3 2/3 1/4 3/4 1/8 3/8 5/8

1/2 1/3 2/3 1/4 3/4 1/8 3/8 5/8 7/8 1/16 3/16 5/16 7/16 9/16 11/16 13/16 15/16 1/32 1/64

The above fractions made in sizes from 6 to 14 point

## LUDLOW 28-H TEMPO HEAVY DIAGONAL FRACTIONS

1/2 1/3 2/3 1/4 3/4 1/8 3/8 5/8 7/8

14 Point

1/2 1/3 2/3 1/4 3/4 1/8 3/8 5/8 7/8

12 Point

1/2 1/3 2/3 1/4 3/4 1/8 3/8 5/8 7/8

10 Point

1/2 1/3 2/3 1/4 3/4 1/8 3/8 5/8 7/8

8 Point

## LUDLOW 47-H SAMSON DIAGONAL FRACTIONS

**1/2**

**1/3**

**2/3**

**1/4**

**3/4**

48 Point

**1/2**

**1/3**

**2/3**

**1/4**

**3/4**

36 Point

**1/2**

**1/3**

**2/3**

**1/4**

**3/4**

24 Point

## LUDLOW 28-M TEMPO MEDIUM DIAGONAL FRACTIONS

1/2 1/3 2/3 1/4 3/4 1/8 3/8 5/8 7/8

10 Point

**1/4**

72 Point

**1/2**

72 Point

**1/4**

60 Point

**1/2**

60 Point

(%—Per cent Marks also available as extra sorts in all of the above sizes of these series.)

# LUDLOW DIAGONAL AND EN-SET FRACTIONS

## LUDLOW 30-MI KARNAK MEDIUM ITALIC

 $\frac{3}{4}$ 

48 Point

 $\frac{3}{4}$ 

42 Point

 $\frac{3}{4}$ 

36 Point

 $\frac{3}{4}$ 

30 Point

 $\frac{3}{4}$ 

24 Point

 $\frac{3}{4}$ 

18 Point

## LUDLOW 30-IM KARNAK INTERMEDIATE

 $\frac{3}{4}$ 

72 Point

 $\frac{3}{4}$ 

80 Point

## LUDLOW 3-M BODONI MODERN

 $\frac{3}{4}$ 

48 pt.

 $\frac{3}{4}$ 

42 pt.

 $\frac{3}{4}$ 

36 pt.

 $\frac{3}{4}$ 

30 pt.

 $\frac{3}{4}$ 

24 pt.

 $\frac{3}{4}$ 

18 pt.

## LUDLOW 30-H KARNAK BLACK

 $\frac{3}{4}$ 

72 Point

 $\frac{3}{4}$ 

60 Point

 $\frac{3}{4}$ 

72 Point

 $\frac{3}{4}$ 

60 Point

## LUDLOW 6-B MEDIUM CONDENSED GOTHIC

 $\frac{3}{4}$ 

72 pt.

 $\frac{3}{4}$ 

60 pt.

 $\frac{3}{4}$ 

48 pt.

 $\frac{3}{4}$ 

42 pt.

 $\frac{3}{4}$ 

36 pt.

 $\frac{3}{4}$ 

30 pt.

 $\frac{3}{4}$ 

24 pt.

 $\frac{3}{4}$ 

18 pt.

 $\frac{3}{4}$ 

14 pt.

 $\frac{3}{4}$ 

12 pt.

 $\frac{3}{4}$ 

10 pt.

 $\frac{3}{4}$ 

8 pt.

 $\frac{3}{4}$ 

6 pt.

## LUDLOW 28-B TEMPO BOLD EN-SET FRACTIONS

 $\frac{3}{4}$ 

72 pt.

 $\frac{3}{4}$ 

60 pt.

 $\frac{3}{4}$ 

48 pt.

 $\frac{3}{4}$ 

42 pt.

 $\frac{3}{4}$ 

36 pt.

 $\frac{3}{4}$ 

30 pt.

 $\frac{3}{4}$ 

24 pt.

 $\frac{3}{4}$ 

18 pt.

 $\frac{3}{4}$ 

14 pt.

 $\frac{3}{4}$ 

12 pt.

## LUDLOW 28-H TEMPO HEAVY EN-SET FRACTIONS

 $\frac{3}{4}$ 

72 pt.

 $\frac{3}{4}$ 

60 pt.

 $\frac{3}{4}$ 

48 pt.

 $\frac{3}{4}$ 

42 pt.

 $\frac{3}{4}$ 

36 pt.

 $\frac{3}{4}$ 

30 pt.

 $\frac{3}{4}$ 

24 pt.

 $\frac{3}{4}$ 

18 pt.

 $\frac{3}{4}$ 

14 pt.

 $\frac{3}{4}$ 

12 pt.

Each set of the above fractions contains 2 each of the following characters:

 $\frac{1}{2}$ 
 $\frac{1}{3}$ 
 $\frac{2}{3}$ 
 $\frac{1}{4}$ 
 $\frac{3}{4}$ 

(%—Per cent Marks also available as extra sorts in all of the above sizes of these series.)

## LUDLOW 6-B MEDIUM CONDENSED GOTHIC

 $\frac{1}{5}$ 

72 Point

 $\frac{1}{5}$ 

60 Point

 $\frac{1}{5}$ 

48 Point

 $\frac{1}{5}$ 

42 Point

 $\frac{1}{5}$ 

36 Point

 $\frac{1}{5}$ 

30 Point

 $\frac{1}{5}$ 

24 Point

 $\frac{1}{5}$ 

18 Point

 $\frac{4}{5}$ 

72 Point

 $\frac{4}{5}$ 

60 Point

 $\frac{4}{5}$ 

48 Point

 $\frac{4}{5}$ 

42 Point

 $\frac{4}{5}$ 

36 Point

 $\frac{4}{5}$ 

30 Point

 $\frac{4}{5}$ 

24 Point

 $\frac{4}{5}$ 

18 Point

## LUDLOW EN-SET BOLD FRACTIONS

 $\frac{3}{4}$ 

72 Point

 $\frac{3}{4}$ 

60 Point

 $\frac{3}{4}$ 

72 Point

 $\frac{3}{4}$ 

60 Point

## LUDLOW EN-SET LIGHT FRACTIONS

# LUDLOW EN-SET BOLD AND LIGHT FRACTIONS

$\frac{1}{4} \frac{1}{2} \frac{3}{4} \frac{1}{3} \frac{2}{3} \frac{1}{8} \frac{3}{8} \frac{5}{8} \frac{7}{8}$

40 Point

$\frac{1}{4} \frac{1}{2} \frac{3}{4} \frac{1}{3} \frac{2}{3} \frac{1}{8} \frac{3}{8} \frac{5}{8} \frac{7}{8}$

48 Point

$\frac{1}{4} \frac{1}{2} \frac{3}{4} \frac{1}{3} \frac{2}{3} \frac{1}{8} \frac{3}{8} \frac{5}{8} \frac{7}{8}$

42 Point

$\frac{1}{4} \frac{1}{2} \frac{3}{4} \frac{1}{3} \frac{2}{3} \frac{1}{8} \frac{3}{8} \frac{5}{8} \frac{7}{8}$

42 Point

$\frac{1}{4} \frac{1}{2} \frac{3}{4} \frac{1}{3} \frac{2}{3} \frac{1}{8} \frac{3}{8} \frac{5}{8} \frac{7}{8}$

36 Point

$\frac{1}{4} \frac{1}{2} \frac{3}{4} \frac{1}{3} \frac{2}{3} \frac{1}{8} \frac{3}{8} \frac{5}{8} \frac{7}{8}$

36 Point

$\frac{1}{4} \frac{1}{2} \frac{3}{4} \frac{1}{3} \frac{2}{3} \frac{1}{8} \frac{3}{8} \frac{5}{8} \frac{7}{8}$

30 Point

$\frac{1}{4} \frac{1}{2} \frac{3}{4} \frac{1}{3} \frac{2}{3} \frac{1}{8} \frac{3}{8} \frac{5}{8} \frac{7}{8}$

30 Point

$\frac{1}{4} \frac{1}{2} \frac{3}{4} \frac{1}{3} \frac{2}{3} \frac{1}{8} \frac{3}{8} \frac{5}{8} \frac{7}{8}$

24 Point

$\frac{1}{4} \frac{1}{2} \frac{3}{4} \frac{1}{3} \frac{2}{3} \frac{1}{8} \frac{3}{8} \frac{5}{8} \frac{7}{8}$

24 Point

$\frac{1}{4} \frac{1}{2} \frac{3}{4} \frac{1}{3} \frac{2}{3} \frac{1}{8} \frac{3}{8} \frac{5}{8} \frac{7}{8}$

18 Point

$\frac{1}{4} \frac{1}{2} \frac{3}{4} \frac{1}{3} \frac{2}{3} \frac{1}{8} \frac{3}{8} \frac{5}{8} \frac{7}{8}$

18 Point

$\frac{1}{4} \frac{1}{2} \frac{3}{4} \frac{1}{3} \frac{2}{3} \frac{1}{8} \frac{3}{8} \frac{5}{8} \frac{7}{8}$

14 Point

$\frac{1}{4} \frac{1}{2} \frac{3}{4} \frac{1}{3} \frac{2}{3} \frac{1}{8} \frac{3}{8} \frac{5}{8} \frac{7}{8}$

14 Point

$\frac{1}{4} \frac{1}{2} \frac{3}{4} \frac{1}{3} \frac{2}{3} \frac{1}{8} \frac{3}{8} \frac{5}{8} \frac{7}{8}$

12 Point

$\frac{1}{4} \frac{1}{2} \frac{3}{4} \frac{1}{3} \frac{2}{3} \frac{1}{8} \frac{3}{8} \frac{5}{8} \frac{7}{8}$

12 Point

$\frac{1}{4} \frac{1}{2} \frac{3}{4} \frac{1}{3} \frac{2}{3} \frac{1}{8} \frac{3}{8} \frac{5}{8} \frac{7}{8}$

10 Point

$\frac{1}{4} \frac{1}{2} \frac{3}{4} \frac{1}{3} \frac{2}{3} \frac{1}{8} \frac{3}{8} \frac{5}{8} \frac{7}{8}$

10 Point

$\frac{1}{4} \frac{1}{2} \frac{3}{4} \frac{1}{3} \frac{2}{3} \frac{1}{8} \frac{3}{8} \frac{5}{8} \frac{7}{8}$

8 Point

$\frac{1}{4} \frac{1}{2} \frac{3}{4} \frac{1}{3} \frac{2}{3} \frac{1}{8} \frac{3}{8} \frac{5}{8} \frac{7}{8}$

8 Point

$\frac{1}{4} \frac{1}{2} \frac{3}{4} \frac{1}{3} \frac{2}{3} \frac{1}{8} \frac{3}{8} \frac{5}{8} \frac{7}{8}$

6 Point

$\frac{1}{4} \frac{1}{2} \frac{3}{4} \frac{1}{3} \frac{2}{3} \frac{1}{8} \frac{3}{8} \frac{5}{8} \frac{7}{8}$

6 Point

En-set fractions for Tempo Bold  
and Tempo Heavy are shown  
on opposite page

TEMPO MEDIUM CONDENSED  
DIAGONAL FRACTIONS

$\frac{1}{2} \frac{1}{4}$

80 Point

$\frac{1}{2} \frac{1}{4}$

72 Point

# LUDLOW DIAGONAL FRACTIONS

LUDLOW 24-L GARAMOND

$\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   
 72 pt. 60 pt. 48 pt. 42 pt. 36 pt. 30 pt. 24 pt. 18 pt. 14 pt. 12 pt. 10 pt. 8 pt.

LUDLOW 24-LI GARAMOND ITALIC

$\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   
 72 pt. 60 pt. 48 pt. 42 pt. 36 pt. 30 pt. 24 pt. 18 pt. 14 pt. 12 pt. 10 pt. 8 pt.

LUDLOW 24-B GARAMOND BOLD

$\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   
 72 pt. 60 pt. 48 pt. 42 pt. 36 pt. 30 pt. 24 pt. 18 pt. 14 pt. 12 pt. 10 pt. 8 pt.

LUDLOW 24-BI GARAMOND BOLD ITALIC

$\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   
 72 pt. 60 pt. 48 pt. 42 pt. 36 pt. 30 pt. 24 pt. 18 pt. 14 pt. 12 pt. 10 pt. 8 pt.

LUDLOW 43-MI RADIANT MEDIUM ITALIC

$\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   
 48 Point 42 Point 36 Point 30 Point 24 Point 18 Point

LUDLOW 3-B BODONI BOLD

$\frac{3}{4}$   $\frac{3}{4}$   
 72 Point 60 Point

LUDLOW 28-HC TEMPO HEAVY CONDENSED

$\frac{3}{4}$   $\frac{3}{4}$   
 72 Point 60 Point

LUDLOW 3-BI BODONI BOLD ITALIC

$\frac{3}{4}$   $\frac{3}{4}$   
 72 Point 60 Point  
 (Also available from 18 to 48 point inclusive)

LUDLOW 28-HI TEMPO HEAVY ITALIC

$\frac{3}{4}$   $\frac{3}{4}$   
 72 Point 60 Point

LUDLOW 3-H BODONI BLACK

$\frac{3}{4}$   $\frac{3}{4}$   
 72 Point 60 Point

LUDLOW 28-H TEMPO HEAVY

$\frac{3}{4}$   $\frac{3}{4}$   
 72 Point 60 Point

Each set of the above fractions contains 2 each of the following characters:

$\frac{1}{2}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{4}$   $\frac{3}{4}$

(%—Per cent Marks also available as extra sorts in all of the above sizes of these series.)

# LUDLOW EM-SET LIGHT ROMAN FRACTIONS

$\frac{1}{4}$   $\frac{1}{4}$   $\frac{1}{4}$   $\frac{1}{4}$   $\frac{1}{4}$   $\frac{1}{4}$   $\frac{1}{4}$   $\frac{1}{4}$   $\frac{1}{4}$   $\frac{1}{4}$   $\frac{1}{4}$

$\frac{1}{2}$   $\frac{1}{2}$   $\frac{1}{2}$   $\frac{1}{2}$   $\frac{1}{2}$   $\frac{1}{2}$   $\frac{1}{2}$   $\frac{1}{2}$   $\frac{1}{2}$   $\frac{1}{2}$   $\frac{1}{2}$

$\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$

$\frac{1}{3}$   $\frac{1}{3}$   $\frac{1}{3}$   $\frac{1}{3}$   $\frac{1}{3}$   $\frac{1}{3}$   $\frac{1}{3}$   $\frac{1}{3}$   $\frac{1}{3}$   $\frac{1}{3}$   $\frac{1}{3}$

$\frac{2}{3}$   $\frac{2}{3}$   $\frac{2}{3}$   $\frac{2}{3}$   $\frac{2}{3}$   $\frac{2}{3}$   $\frac{2}{3}$   $\frac{2}{3}$   $\frac{2}{3}$   $\frac{2}{3}$   $\frac{2}{3}$

$\frac{1}{8}$   $\frac{1}{8}$   $\frac{1}{8}$   $\frac{1}{8}$   $\frac{1}{8}$   $\frac{1}{8}$   $\frac{1}{8}$   $\frac{1}{8}$   $\frac{1}{8}$   $\frac{1}{8}$   $\frac{1}{8}$

$\frac{3}{8}$   $\frac{3}{8}$   $\frac{3}{8}$   $\frac{3}{8}$   $\frac{3}{8}$   $\frac{3}{8}$   $\frac{3}{8}$   $\frac{3}{8}$   $\frac{3}{8}$   $\frac{3}{8}$   $\frac{3}{8}$

$\frac{5}{8}$   $\frac{5}{8}$   $\frac{5}{8}$   $\frac{5}{8}$   $\frac{5}{8}$   $\frac{5}{8}$   $\frac{5}{8}$   $\frac{5}{8}$   $\frac{5}{8}$   $\frac{5}{8}$   $\frac{5}{8}$

$\frac{7}{8}$   $\frac{7}{8}$   $\frac{7}{8}$   $\frac{7}{8}$   $\frac{7}{8}$   $\frac{7}{8}$   $\frac{7}{8}$   $\frac{7}{8}$   $\frac{7}{8}$   $\frac{7}{8}$   $\frac{7}{8}$

48 pt.

42 pt.

36 pt.

30 pt.

24 pt.

18 pt.

14 pt.

12 pt.

10 pt.

8 pt.

6 pt.

# LUDLOW EM-SET BOLD ROMAN FRACTIONS

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**$\frac{1}{4}$**   **$\frac{1}{4}$**   **$\frac{1}{4}$**   **$\frac{1}{4}$**   **$\frac{1}{4}$**   **$\frac{1}{4}$**   **$\frac{1}{4}$**   **$\frac{1}{4}$**   **$\frac{1}{4}$**   **$\frac{1}{4}$**   **$\frac{1}{4}$**

**$\frac{1}{2}$**   **$\frac{1}{2}$**   **$\frac{1}{2}$**   **$\frac{1}{2}$**   **$\frac{1}{2}$**   **$\frac{1}{2}$**   **$\frac{1}{2}$**   **$\frac{1}{2}$**   **$\frac{1}{2}$**   **$\frac{1}{2}$**   **$\frac{1}{2}$**

**$\frac{3}{4}$**   **$\frac{3}{4}$**   **$\frac{3}{4}$**   **$\frac{3}{4}$**   **$\frac{3}{4}$**   **$\frac{3}{4}$**   **$\frac{3}{4}$**   **$\frac{3}{4}$**   **$\frac{3}{4}$**   **$\frac{3}{4}$**   **$\frac{3}{4}$**

**$\frac{1}{3}$**   **$\frac{1}{3}$**   **$\frac{1}{3}$**   **$\frac{1}{3}$**   **$\frac{1}{3}$**   **$\frac{1}{3}$**   **$\frac{1}{3}$**   **$\frac{1}{3}$**   **$\frac{1}{3}$**   **$\frac{1}{3}$**   **$\frac{1}{3}$**

**$\frac{2}{3}$**   **$\frac{2}{3}$**   **$\frac{2}{3}$**   **$\frac{2}{3}$**   **$\frac{2}{3}$**   **$\frac{2}{3}$**   **$\frac{2}{3}$**   **$\frac{2}{3}$**   **$\frac{2}{3}$**   **$\frac{2}{3}$**   **$\frac{2}{3}$**

**$\frac{1}{8}$**   **$\frac{1}{8}$**   **$\frac{1}{8}$**   **$\frac{1}{8}$**   **$\frac{1}{8}$**   **$\frac{1}{8}$**   **$\frac{1}{8}$**   **$\frac{1}{8}$**   **$\frac{1}{8}$**   **$\frac{1}{8}$**   **$\frac{1}{8}$**

**$\frac{3}{8}$**   **$\frac{3}{8}$**   **$\frac{3}{8}$**   **$\frac{3}{8}$**   **$\frac{3}{8}$**   **$\frac{3}{8}$**   **$\frac{3}{8}$**   **$\frac{3}{8}$**   **$\frac{3}{8}$**   **$\frac{3}{8}$**   **$\frac{3}{8}$**

**$\frac{5}{8}$**   **$\frac{5}{8}$**   **$\frac{5}{8}$**   **$\frac{5}{8}$**   **$\frac{5}{8}$**   **$\frac{5}{8}$**   **$\frac{5}{8}$**   **$\frac{5}{8}$**   **$\frac{5}{8}$**   **$\frac{5}{8}$**   **$\frac{5}{8}$**

**$\frac{7}{8}$**   **$\frac{7}{8}$**   **$\frac{7}{8}$**   **$\frac{7}{8}$**   **$\frac{7}{8}$**   **$\frac{7}{8}$**   **$\frac{7}{8}$**   **$\frac{7}{8}$**   **$\frac{7}{8}$**   **$\frac{7}{8}$**   **$\frac{7}{8}$**

48 pt.

42 pt.

36 pt.

30 pt.

24 pt.

18 pt.

14 pt.

12 pt.

10 pt.

8 pt.

6 pt.

# LUDLOW VERTICAL LOGOTYPES

**3**<sup>TINS</sup>**47<sup>c</sup>** **303**<sup>Can</sup>**29<sup>c</sup>**  
60 Point Combination 72 Point Combination

**3**<sup>LBS</sup>**89<sup>c</sup>**  
84 Point Combination

**2**<sup>FOR</sup>**53<sup>c</sup>**  
96 Point Combination

Ludlow Tempo Heavy Condensed Logotypes for use  
with all 1¼-inch matrices

F L D Y J A C P Q B G T  
O B O D A N A K T A A I  
R S Z S R D N G S R L N

**L** **T** **Q** **Cello** **Cello** **303** **303**  
**B** **O** **T** **Bag** **Bags** **Can** **Cans**

**E** **B** **G** **T** **P** **J** **C** **P**  
**A** **A** **A** **I** **A** **A** **A** **I**  
**C** **R** **L** **S** **R** **S** **S** **G**

**C** **C** **C** **C** **C** **C** **C**  
**ea** **lb** **dz** **yd** **pr** **qt** **pt**

*For Brighter and Cleaner Washings*

**FINEST** **2**<sup>Q</sup>**63<sup>c</sup>**  
**BLEACH** **T**  
**S**

This is one of our unusual specials

**2**<sup>303</sup>**73<sup>c</sup>** **Q**<sup>T</sup>**49<sup>c</sup>** **27<sup>c</sup>**  
**3**<sup>BARS</sup>**27<sup>c</sup>** **35<sup>c</sup>** **A**<sup>N</sup>**45<sup>c</sup>**  
36 Point Combinations

**2**<sup>FOR</sup>**89<sup>c</sup>** **2**<sup>LBS</sup>**65<sup>c</sup>**  
**42<sup>c</sup>**<sub>yd</sub> **63<sup>c</sup>**<sub>pr</sub> **45<sup>c</sup>**<sub>qt</sub>  
42 Point Combinations

**2**<sup>FOR</sup>**48<sup>c</sup>** **2**<sup>LBS</sup>**38<sup>c</sup>**  
**19<sup>c</sup>**<sub>ea</sub> **60<sup>c</sup>**<sub>lb</sub> **28<sup>c</sup>**<sub>dz</sub>  
48 Point Combinations

Ludlow Tempo Heavy Condensed Logotypes for use  
with ½-inch matrices

F L D Y J A C P Q B G T  
O B O D A N A K T A A I  
R S Z S R D N G S R L N

**L** **T** **Q** **Cello** **Cello** **303** **303**  
**B** **O** **T** **Bag** **Bags** **Can** **Cans**

**E** **B** **G** **T** **P** **J** **C** **P**  
**A** **A** **A** **I** **A** **A** **A** **I**  
**C** **R** **L** **S** **R** **S** **S** **G**

**C** **C** **C** **C** **C** **C** **C**  
**ea** **lb** **dz** **yd** **pr** **qt** **pt**

## LUDLOW LOGOTYPES

are designed for use with ½-inch and 1¼-inch Ludlow figure matrices. In the 36, 42 and 48-point combinations shown above, 36-point logotypes are used throughout. In the 60, 72, 84 and 96-point combinations (84 and 96-point Franklin Gothic Extra Condensed figures shown here are driven in 1¼-inch matrices) 60-point logotypes are used. In all combinations in which the cent mark is used alone, it is the standard superior "c" in that size. These logotypes will greatly facilitate handling price figure composition.

# LUDLOW ADVERTISING BRACKETS



No. 412 No. 411  
84 Pt. Ludlow Bracket  
Cast lengthwise with the slug



No. 414 No. 413  
84 Pt. Ludlow Bracket  
Cast lengthwise with the slug



No. 418  
84 Pt. Ludlow Reversible Bracket  
Cast lengthwise with the slug



No. 415  
84 Pt. Ludlow Reversible Bracket  
Cast lengthwise with the slug



No. 456 No. 457 No. 458  
Ludlow Piece Bracket  
Cast lengthwise with the slug

No. 457 in sizes to make 96 pt., 120 pt., 144 pt.,  
168 pt., 192 pt., 216 pt., 240 pt. and 278 pt.



No. 454 No. 455  
80 Pt. Ludlow Bracket  
Cast lengthwise with the slug



No. 450 No. 451  
48 Pt. Ludlow Bracket  
Cast vertically on horizontal slug



No. 492 No. 493  
Cast lengthwise with the slug



No. 446 No. 447  
36 Pt. Ludlow Bracket  
Cast vertically on horizontal slug



No. 488 No. 489  
Cast lengthwise with the slug



No. 453  
60 Pt. Ludlow Reversible Bracket  
Cast lengthwise with the slug



No. 470 No. 469  
48 Pt. Ludlow Bracket  
Cast vertically on horizontal slug



No. 494  
48 Pt. Ludlow Reversible Bracket  
Cast lengthwise with the slug



No. 468 No. 467  
36 Pt. Ludlow Bracket  
Cast vertically on horizontal slug



No. 490  
36 Pt. Ludlow Reversible Bracket  
Cast lengthwise with the slug



No. 443  
72 Pt. Ludlow Reversible Bracket  
Cast lengthwise with the slug



No. 452  
60 Pt. Ludlow Reversible Bracket  
Cast lengthwise with the slug



No. 449 No. 448  
48 Pt. Ludlow Bracket  
Cast vertically on horizontal slug



No. 495  
48 Pt. Ludlow Reversible Bracket  
Cast lengthwise with the slug



No. 445 No. 444  
36 Pt. Ludlow Bracket  
Cast vertically on horizontal slug



No. 491  
36 Pt. Ludlow Reversible Bracket  
Cast lengthwise with the slug

## DIPHTHONGS

Æ Œ æ œ

18 Point Ludlow 28-B Tempo Bold

Æ Œ æ œ

18 Point Ludlow 30-M Karnak Medium

Æ Œ æ œ

18 Point Ludlow 24-B Garamond Bold

The above Diphthongs are available  
in all point-sizes of all typefaces

## MORTISED MATRICES

Available in all faces and point-sizes in both Roman and Italic from 14 to 96 point (inclusive)

WAY

As set with  
regular mortises

WAY

As set with  
mortised matrices

ATAVISM

As set with  
regular mortises

ATAVISM

As set with  
mortised matrices

A complete set consists of 27 matrices as follows:

Left-Hand Top Mortise

Caps-A, M

Lower-Cases-a, e, o, u, i, s, y

Right-Hand Top Mortise

Caps-A, L, M

Both Right and Left Top Mortise

Caps-A, M

Left-Hand Bottom Mortise

Caps-T, V, W, Y

Right-Hand Bottom Mortise

Caps-F, T, V, W, Y

Both Right and Left Bottom Mortise

Caps-T, V, W, Y

The majority of sets of mortised matrices will not consist of the full 27 matrices because  
the applicability of the mortising idea varies in different faces with special reference  
to Roman caps F and M and to Italic caps A, M, V and W.

Matrices may be ordered individually or in complete sets.



# LUDLOW MISCELLANEOUS MATRICES

## CALENDAR MARKS

### Moon Phases



12 Point



14 Point



16 Point



24 Point



30 Point



36 Point



48 Point

First Quarter

Full Moon

Last Quarter

New Moon

## CALENDAR FRACTIONS



12 Point

14 Point

16 Point

24 Point



30 Point

Point



48 Point



30 Point 24-L Garamond

## FISHES

12 Point

14 Point

16 Point

24 Point



30 Point



36 Point



48 Point



6 Point



C237-72 x 72 points



C236-72 x 72 points



C235-60 x 60 points



C234-60 x 60 points



C101-48 x 48 points



C233-48 x 48 points



C1010-42 x 42 points



C232-42 x 42 points



C14-36 x 36 points



C13-36 x 36 points



C367-30 x 30 points



C364-30 x 30 points



C15-24 x 24 points



C16-24 x 24 points



C358-18 x 18 points



C359-18 x 18 points



C365-14 x 14 points



C362-14 x 14 points



C17-12 x 12 points



C18-12 x 12 points



C283-10 x 10 points



C202-10 x 10 points



C282-8 x 8 points



C201-8 x 8 points



C281-6 x 6 points



C200-6 x 6 points

C2054-4 x 4 points

# LUDLOW SUPERIOR FIGURES

## TEMPO BOLD CONDENSED

**\$11<sup>65</sup>** **\$7<sup>15</sup>** **\$18<sup>20</sup>** **\$12<sup>90</sup>** **59<sup>c</sup>** **\$46<sup>45</sup>**

96 Point 72 Point 60 Point 48 Point 42 Point 36 Point

**\$97<sup>48</sup>** **\$38<sup>29</sup>** **\$27<sup>50</sup>** **\$35<sup>82</sup>**

90 Point 24 Point 18 Point 14 Point

## MISCELLANEOUS SUPERIOR FIGURES

**\$18<sup>90</sup>** **\$27<sup>45</sup>** **\$10<sup>17</sup>**

72 Point Karak Black Italic 72 Point Radiant Heavy 72 Point Bodoni Black

**\$18<sup>20</sup>** **\$12<sup>75</sup>** **\$35<sup>10</sup>** **\$6<sup>18</sup>**

60 Point Tempo Heavy 72 Point Radiant Bold Condensed 48 Point Karnak Black 48 Point Karnak Medium

**\$45<sup>79</sup>** **\$63<sup>80</sup>** **\$67<sup>29</sup>**

48 Point Franklin Gothic Extra Condensed 42 Point Tempo Heavy Condensed 42 Point Tempo Bold

**\$34<sup>82</sup>** **\$70<sup>35</sup>** **\$24<sup>70</sup>**

50 Point Caston Bold 36 Point Karnak Black Condensed 30 Point Clarendon Bold

**\$95<sup>70</sup>** **\$78<sup>34</sup>** **\$65<sup>28</sup>**

30 Point Bodoni Bold 24 Point Karnak Intermediate 24 Point Franklin Gothic

**\$26<sup>70</sup>** **\$55<sup>99</sup>** **\$28<sup>40</sup>**

18 Point Bodoni Black 18 Point Eden Bold 14 Point Tempo Heavy

## SUPERIOR FIGURES WITH UNDERScore

**\$5<sup>89</sup>** **\$5<sup>65</sup>**

48 Point Ludlow Black 36 Point Cheltenham Bold Condensed

**\$7<sup>49</sup>**

30 Point Medium Condensed Gothic

**\$c.1234567890**

A set consists of two each of the above characters

Superior figures, with or without underscore, are available in any standard typeface series provided appropriate sizes are available in desired series.

In ordering accented character matrices, use the character number as designated.

In the 60-point title line and the 72 and 84-point cap matrices, piece accent matrices are available. These are cast on a separate slug and placed over the regular character.

The following special characters are also available in practically all point sizes of the various typefaces:

English pound marks      Shilling strokes      Peso marks  
European quotation marks      Florin marks

## List of Accents Required for Various Languages

Bohemian	1, 2, 3, (*4), 5, 6, 37, (*38), 39, (*41), 42, 43, (*44), 45, 47,	Lithuanian	26, 29, 37, 40, 43, 46, 47, 58, 59
Croatian	37, 43, 47, 60	Norwegian	50, 51
Danish	50, 51	Polish	4, 58, 59, 60, 61, 62, 63, 64, 65
French	2, 7, 8, (*9), (*10), 11, (*13), 14, 15, (*16), 17, 19, 20, 21, 22, 23, 49, 50, 52	Portuguese	1, 2, 3, 4, 5, 17, 20, 22, 52, 70, 73, 79
German	13, 16, 17	Roumanian	19, †21, †31, 40, †67, †68
Hungarian	1, 2, (*3), 4, (*5), 16, 17, 54, (*55)	Slovak	1, 2, 3, 4, 5, 6, 13, 22, 37, 38, 41, 43, 47, 79
Italian	(*1), 2, (*3), (*4), (*5), 7, 8, 9, 10, 11, 21, 22	Slovenian	4, 37, 43, 47, 60
		Spanish	1, 2, 3, 4, 5, 17, 79
		Swedish	13, 16, 80

The above numbers refer only to the lower-case accents. Should cap accents be desired the numbers are prefixed by 100.

†Cap accents for these numbers not used in Roumanian. \*Sometimes used but not necessary.

## Regular Accents—For Various Languages

Accents should be ordered by numbers, as designated.

Note that the cap accents are numbered 100 higher than the corresponding lower-case accents.

LOWER CASE	CAPS	LOWER CASE	CAPS	LOWER CASE	CAPS	LOWER CASE	CAPS	LOWER CASE	CAPS	LOWER CASE	CAPS
1 á	101 Ä	18 ÿ	118 Ÿ	35 ũ	135 Ü	51 ø	151 Ø	68 t	168 T		
2 é	102 Ê	19 â	119 Â	36 ÿ	136 Ÿ	52 ç	152 Ç	70 ā	170 Ā		
3 í	103 Ĩ	20 ê	120 Ê	37 ě	137 Ě	53 ā	153 Ā	71 æ	171 Æ		
4 ó	104 Ó	21 ï	121 Ĩ	38 ď	138 Ď	54 õ	154 Õ	72 i	172 I		
5 ú	105 Ú	22 ô	122 Ô	39 ě	139 Ě	55 ū	155 Ū	73 ō	173 Ō		
6 ý	106 Ý	23 û	123 Û	40 ï	140 Ĩ	56 ě	156 Ě	74 ū	174 Ū		
7 à	107 Ä	24 ÿ	124 Ÿ	41 ñ	141 Ñ	57 ý	157 Ý	75 ŷ	175 Ÿ		
8 è	108 Ê	25 ā	125 Ā	42 ř	142 Ř	58 a	158 A	77 d	177 D		
9 ï	109 Ĩ	26 ē	126 Ē	43 š	143 Š	59 e	159 E	79 ñ	179 Ñ		
10 ò	110 Ò	27 ï	127 Ĩ	44 ě	144 Ě	60 é	160 É	80 ā	180 Ā		
11 ù	111 Û	28 ō	128 Ō	45 ú	145 Û	61 ĩ	161 Ĭ	81 ġ	181 Ġ		
12 ý	112 Ý	29 ū	129 Û	46 u	146 U	62 ñ	162 Ñ	92 ċ	192 Ċ		
13 ä	113 Ä	30 ŷ	130 Ÿ	47 ž	147 Ž	63 š	163 Š	93 ġ	193 Ġ		
14 ë	114 Ë	31 ā	131 Ā	48 ĩ	148 Ĭ	64 ž	164 Ž	94 ħ	194 Ħ		
15 ï	115 Ĩ	32 è	132 Ê	49 œ	149 Œ	65 ž	165 Ž	95 j	195 J		
16 õ	116 Õ	33 ï	133 Ĩ	50 æ	150 Æ	67 š	167 Š	96 š	196 Š		
17 ū	117 Û	34 ô	134 Ô								

## Piece Accents

for use with 60-point title line (cap only 7/8" matrices) and the 72 and 84-point (1 1/4") cap matrices.

Also made in various styles and color to match fonts.

500 ● 501 ● ● 502 ■ 503 ■ ■ 504 ○ 505 ◡ 506 ◡ 507 ◡ 508 ◡ 509 ◡ 510 ◡



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